

BIG

INSTRUCTIVE TEXT & PHOTOS
ART * EXERCISE * HEALTH

125 DYNAMIC PHOTOS

50 NEW MODELS

11 COLOR PIX

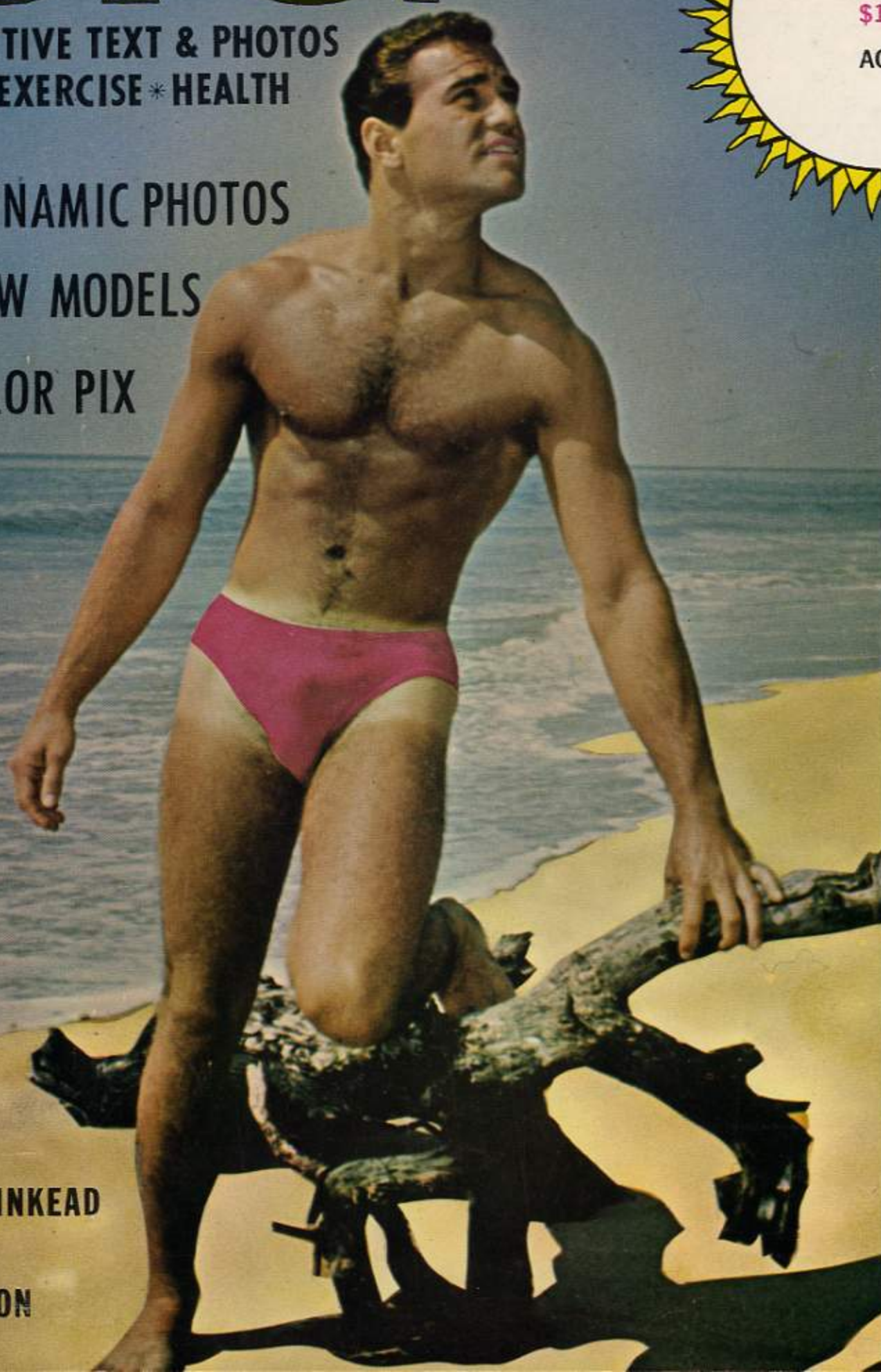
SUMMER

\$1.50

ACME

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GLEN KINKEAD
by
CHAMPION





BIG dedicates this Annual to the spirit of Summer.

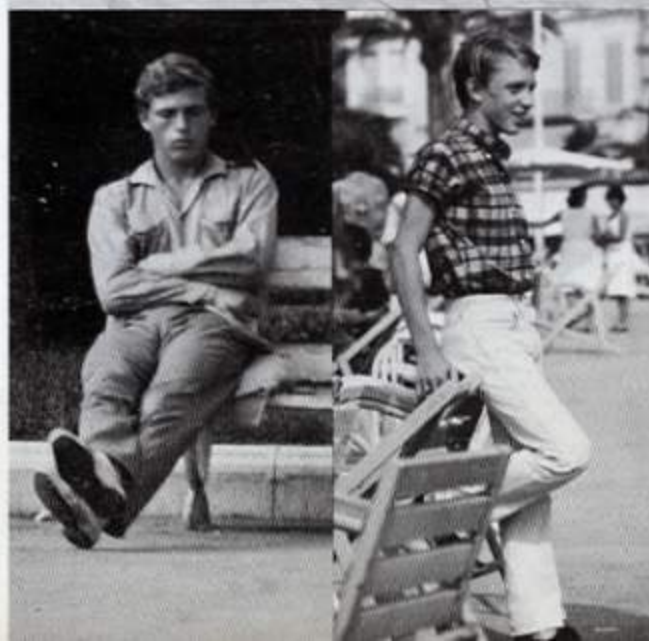
These are the happiest days of youth---enjoy them!

A DREAM WITHIN A DREAM

Take this kiss upon the brow!
And, in parting from you now,
This much let me avow:
You are not wrong, who deem
That my days have been a dream;
Yet if hope has flown away
In a night, or in a day,
In a vision, or in none,
Is it therefore the less gone?
All that we see or seem
Is but a dream within a dream.

I stand amid the roar
Of a surf-tormented shore,
And I hold within my hand
Grains of the golden sand--
How few! yet how they creep
Through my fingers to the deep,
While I weep--while I weep!
O God! can I not save
One from the pitiless wave?
Is all that we see or seem
But a dream within a dream?

PHOTOS - Edgar Allan Poe
by THEM (1809-1849)



THE **BIG** VIEW

BIG's point of view should serve to inspire the development toward perfection of the mind, body and spirit.

SUMMER

ANNUAL

1966

eye of the



ARTIST

eye of the



BEHOLDER

eye of the



CAMERA

The pictures about to unfold before your eyes on the coming pages are but a small selection of literally hundreds of dynamic, vivid, action-packed photos from the distinguished studios of CHAMPION and THEM.

These photos offer connoisseurs of the male physique the ultimate in photographic composition and lighting. Every photo is carefully selected as a masterwork revealing hand-picked models at their peak of masculine perfection.

THEM and CHAMPION are proud of their reputations for presenting a highly professional product primarily to the artist, student and physical culturist.

This BIG Annual further demonstrates its' genuine cultural dedication with the presentation of informative Physical Culture articles, Health Aids, Body Building and Art Instruction.

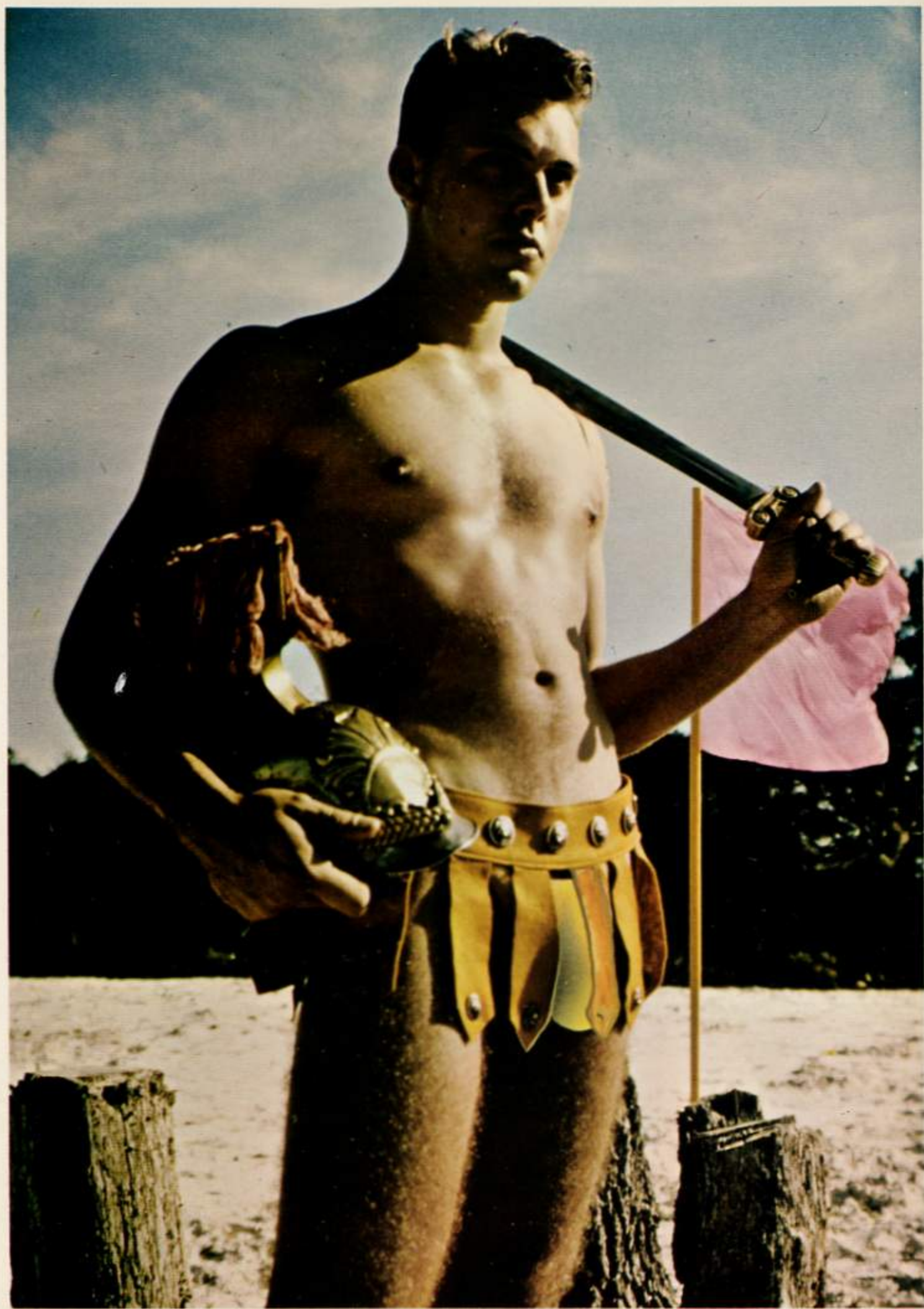
NOW TURN OVER...

A quick thumbing through these pages will show you that our claims here are no idle boast.

**SEE
PAGE
60**

BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are \$5.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add \$2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

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GREG HUDSON

In Natural Motion, a 200' 8mm Movie by CHAMPION available in: Vibrant Color OR Vivid Black and White:

"Wheels, Skin, Sun, Sand and Water"

This film is a brilliant study of a young man of action. See GREG ride his "wheels" to the beach, where CHAMPION'S camera lens gets plenty of close-ups as GREG gets ready for a sun-bath. GREG starts conditioning by limbering up his masterful torso to rock-'n-roll music. Finally, Greg gets too hot and has to cool off under an out-of-doors shower. This quick-paced film is a natural in the annals of physique flicks.

ALL THIS ACTION — ONLY:
\$20.00 Color

CHAMPION

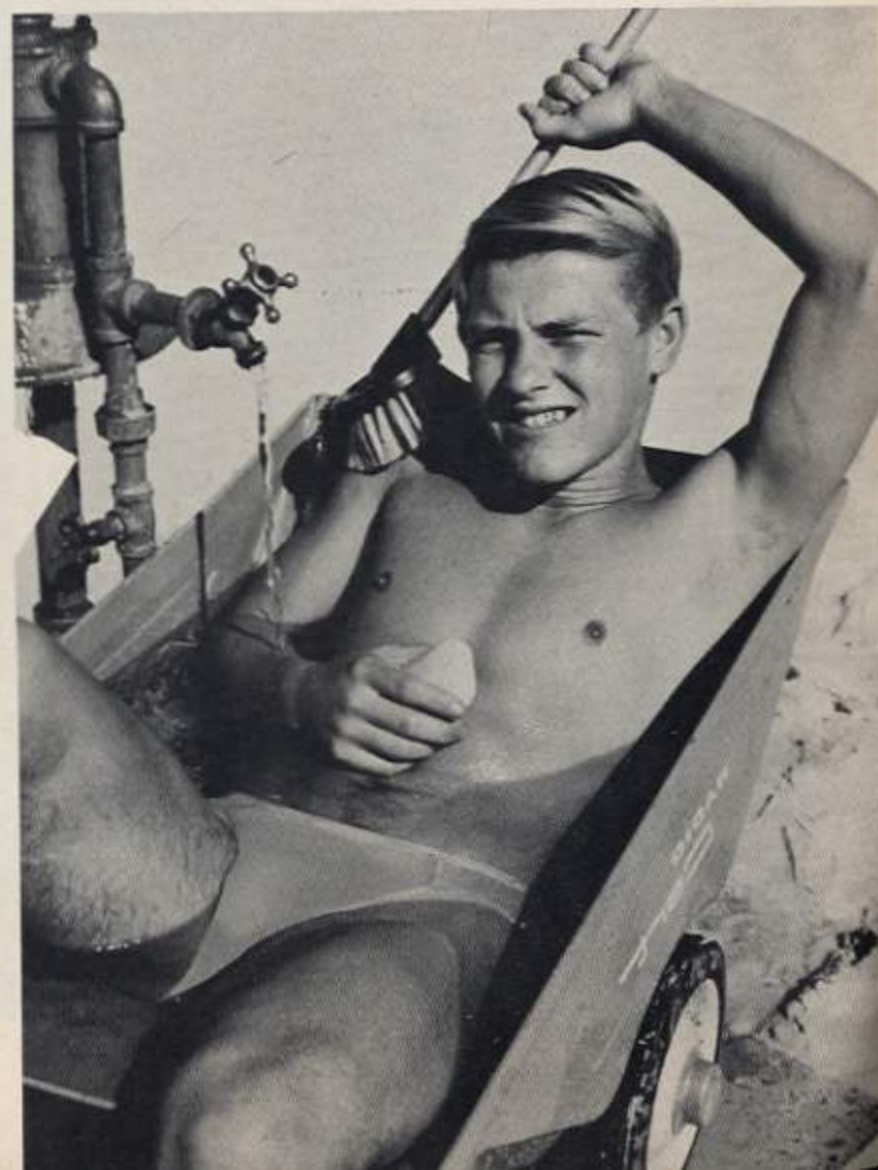
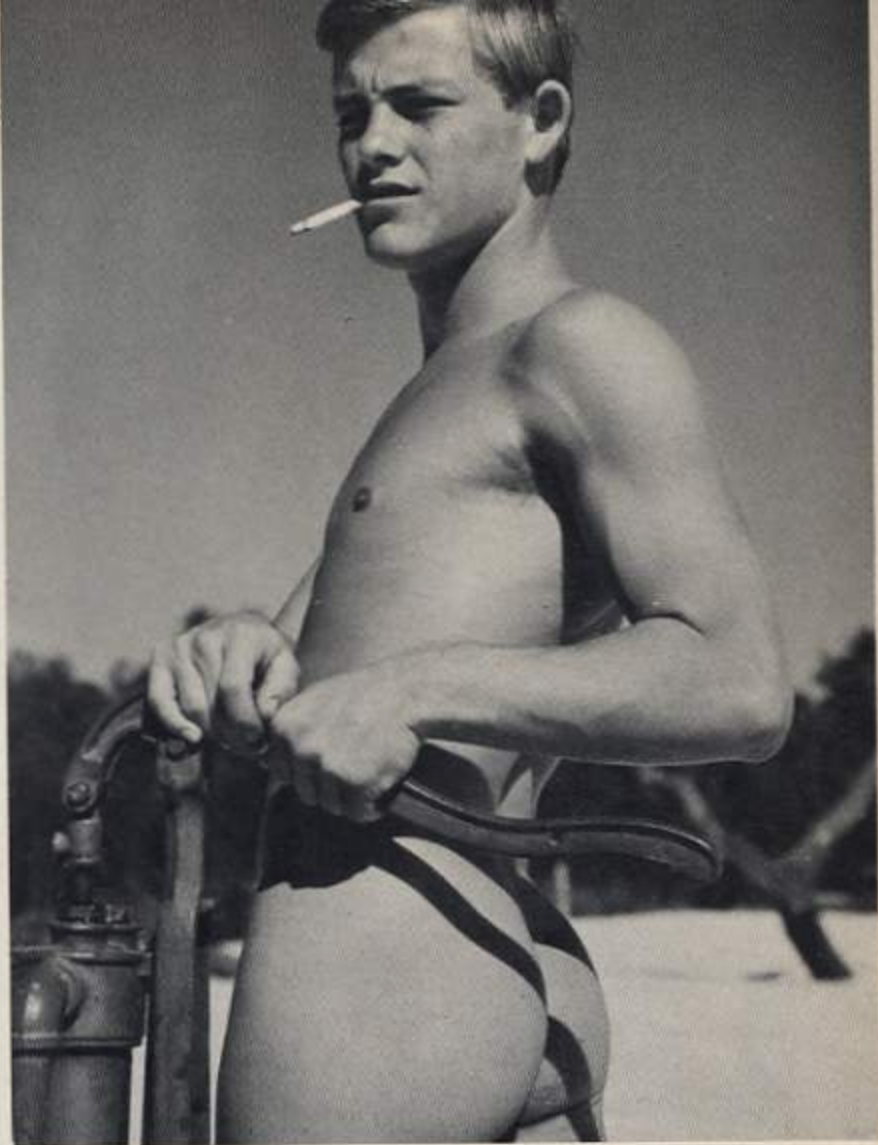
SEND TO: P.O. BOX 39
217 West 18th St.

New York, N. Y. 10011

(THIS ADVERTISEMENT IS
DIRECTED TO ADULTS ONLY)

Here we see a powerful back as GREG HUDSON peels off his dungarees before exercising at a private sun beach. CHAMPION has outdone itself with its spectacular selector catalog of 20-year-old, 6'-1" and 180-pound GREG, photographed as a reference for artists and physical culturists. See Ad on Page 60.







DANA SUMERS, 18-year-old Rebel who was once "behind the eight-ball." He rebelled and triumphed over a severely injured leg that threatened his strength, health, and happiness. DANA is proud of his CHAMPION catalog of selector reference photos, because they're a living testimony to his victory over his handicap. See Ad on Page 60.



CHAMPION now presents A NEW

8mm MOVIE

Dana Summers

"TWISTER REBEL STYLE"

in Full 200 foot 8mm
Radiant Color
or
Sharp Black and White



Here are just a few clips from Champion's highly explosive new 8mm movie featuring the BIGest new hit on the physique scene--
DANA SUMMERS

Dana really starts the "GO-GO" action wherever he happens to be...but especially so on the beach and for CHAMPION's expert cameramen, who've brought the very best of Dana to you.

This young rebel sure is willing to show you Yankees a thing or two. When you see Dana explode into motion you'll agree that the South is rising again!

Dana says that the Confederates really did win the war. O.K., Dana, we surrender!!



*Order Now -- from
CHAMPION's quickest-of-
all return mail.....*

8mm } COLOR \$20.
200 ft. }

CHAMPION
P.O. BOX 39
217 West 18th St.
New York, N.Y. 10011

(THIS AD IS DIRECTED TO ADULTS ONLY)

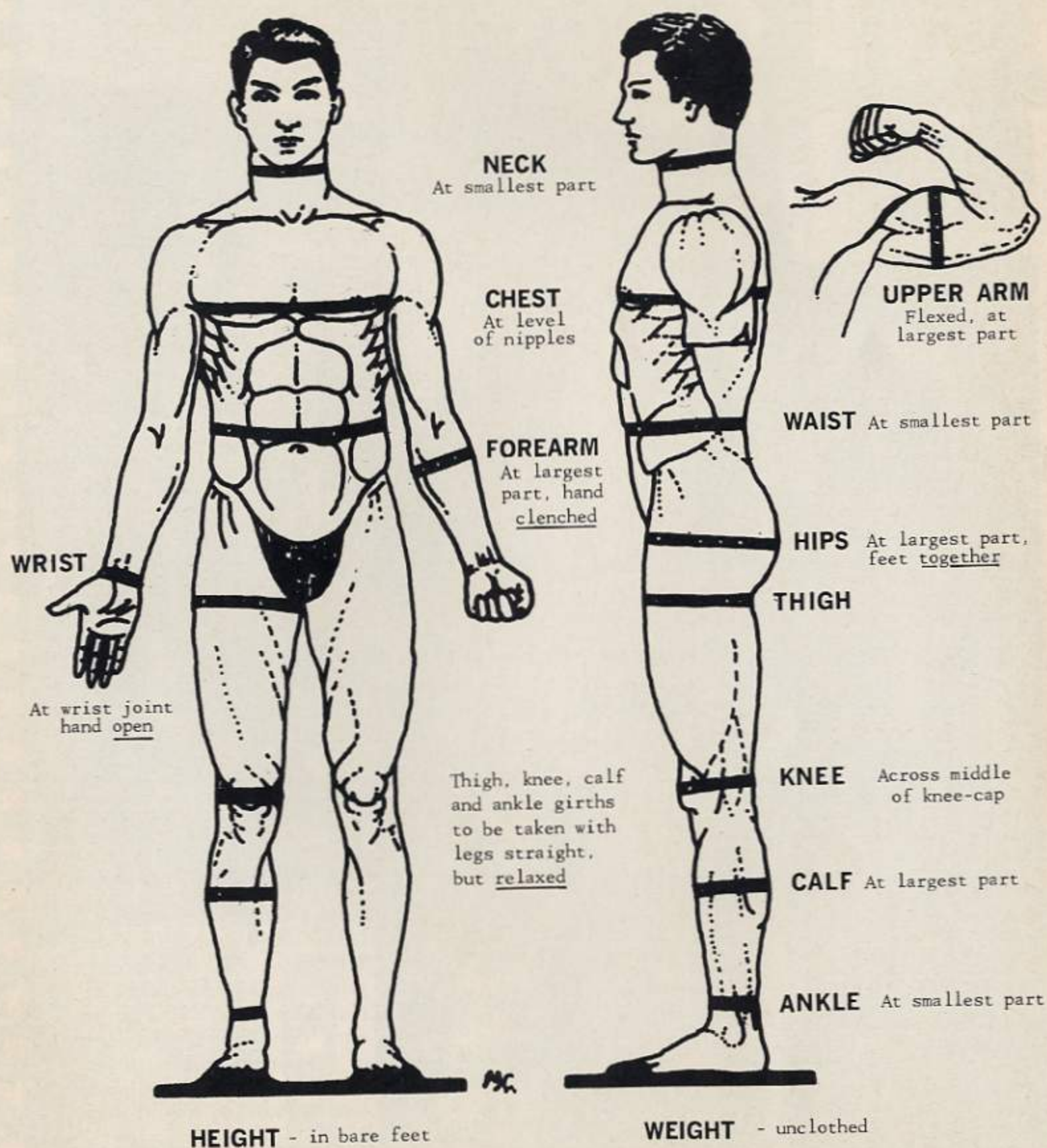


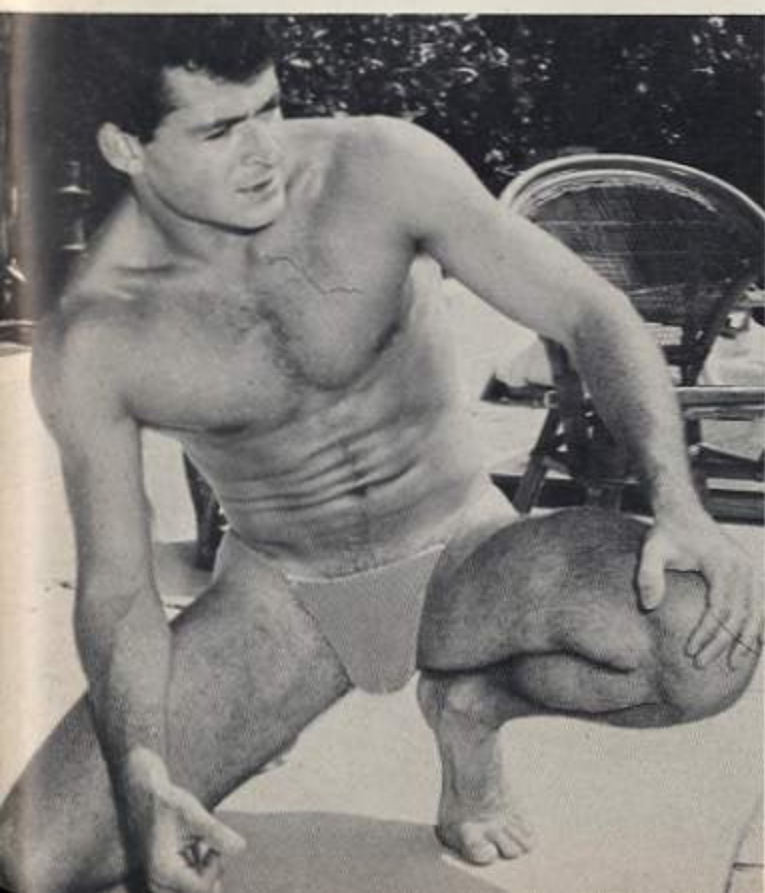


CHAMPION wants to share KIRT LOADER, California's promising 18-year-old swimmer and diver, in his reference catalog with students of art and physical culture. Send for his inspiring catalog, today! See Ad on Page 60.

Record Your Growth

WHERE TO TAKE YOUR MEASUREMENTS
AS YOU GROW STRONGER

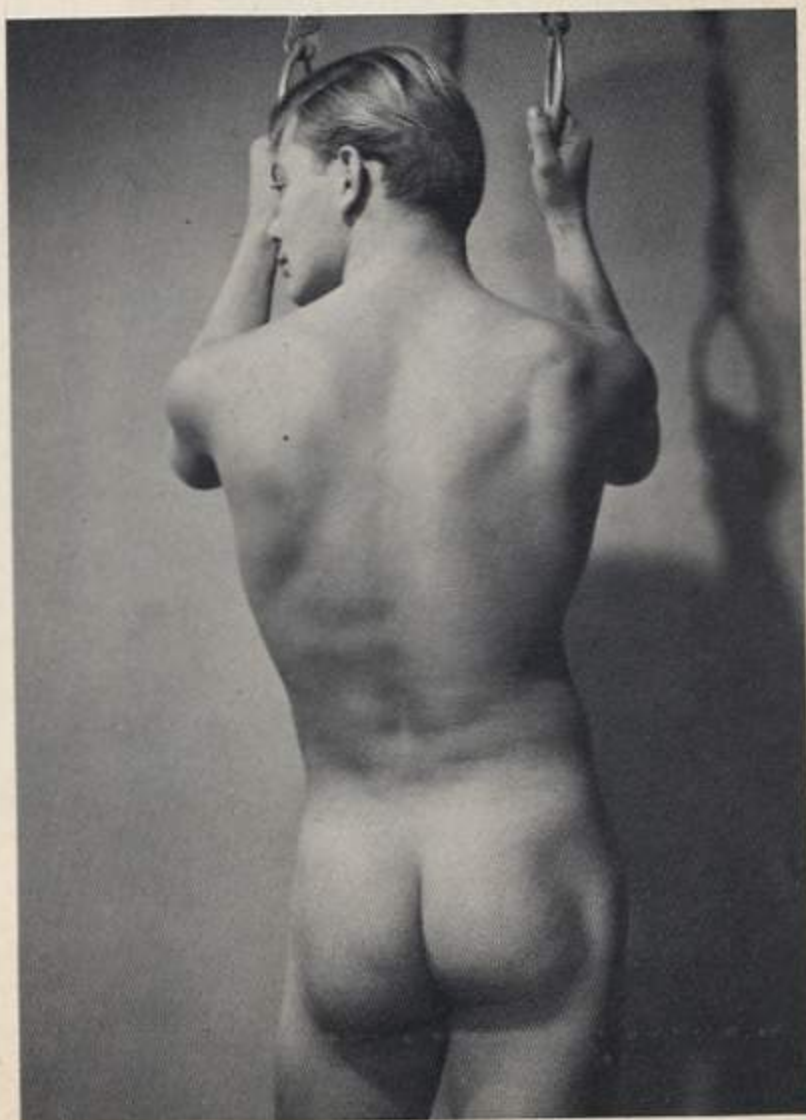
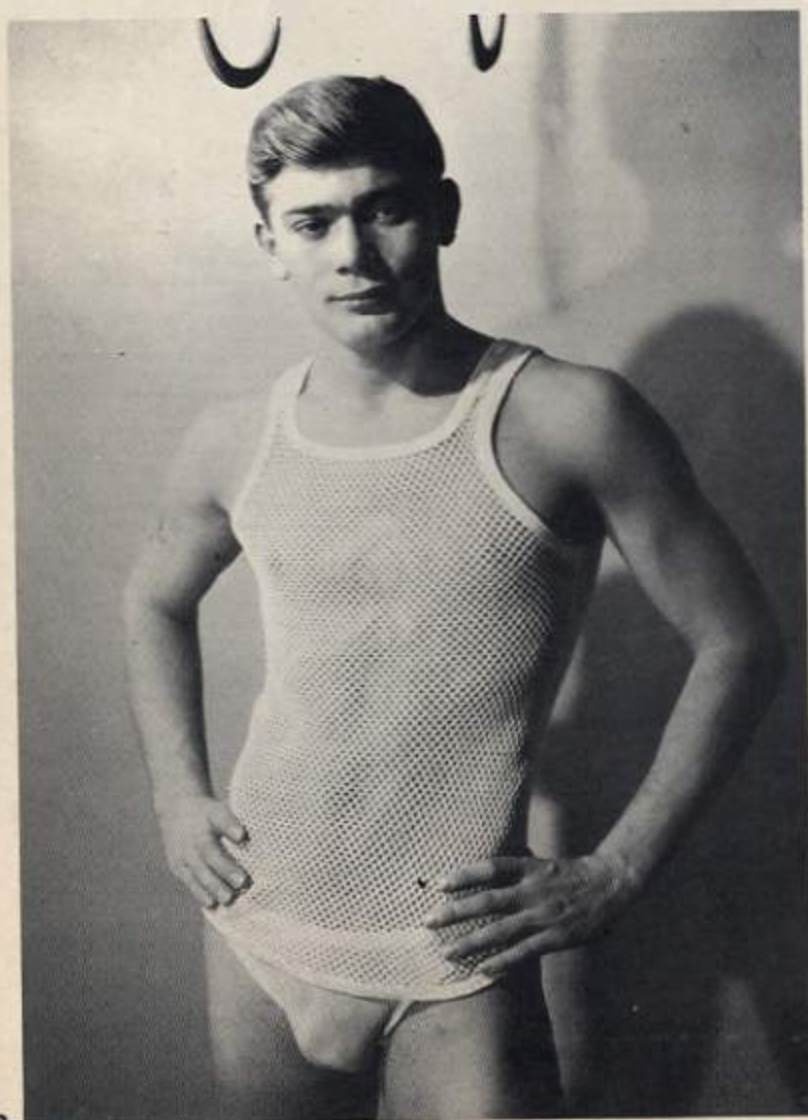




THEM'S physique studies of 20-year-old Greek Islander, NIKOS MAKROS, will stir the artist or body-builder to new heights of inspiration. NIKOS is as warm and classically cut as his sunbathed native land of Paros. His body virtually feeds on the fresh air as NIKOS applies his firm hands to his fishnets and the oars of his enterprising boat.



NORD STOD, 19-year-old Norwegian-American, is an all-around athlete. Here are sample studies of NORD shot by THEM around the gymnast rings, his favorite body-conditioning sport. See NORD'S many varied and colorful photos as cataloged by THEM. See Ad, page 60.







DARRYL POWERS — 19-year old muscleboy from Florida lives up to his name in a colorful array of photographs by CHAMPION. Watch for DARRYL in photos accompanying another informative article of physical culture in a forthcoming bi-monthly issue of BIG. Turn to Page 60 for Ad.





A new and more effective method of artificial respiration can lower drowning fatalities this summer.

Read this timely article and practice the method.

It could mean the difference between life and death of a friend!



METHOD: After the victim has been taken from the water, place him face down on a firm surface with the feet slightly raised. This helps to drain fluids through the mouth. With the flat of the hand, slap or strike him firmly between the shoulder blades. This will force any weeds, or other obstructions that are in the windpipe up into the mouth.



Find a line joining the arm pits. This is where the operator's hands are placed to begin the operation.



At the count of four the operator slides his hands down the victim's arms until he reaches the elbows. In practice, an operator is leaning backward.



Once this has been done, open the mouth and search it with the index finger for grass, sand, etc., and at the same time check for dentures - and if the victim is wearing any, remove them.



Bring the hands to the head, bending the elbows and laying one hand upon the other. Place the head on the hands, with the cheek bone where they over-lap. Kneel at the head of the victim, with the center line of the operator's body lined up with the spine of the victim.



Next, the operator places his hands on the victim's shoulder blades, the thumbs parallel to the spine and the fingers comfortably spread.



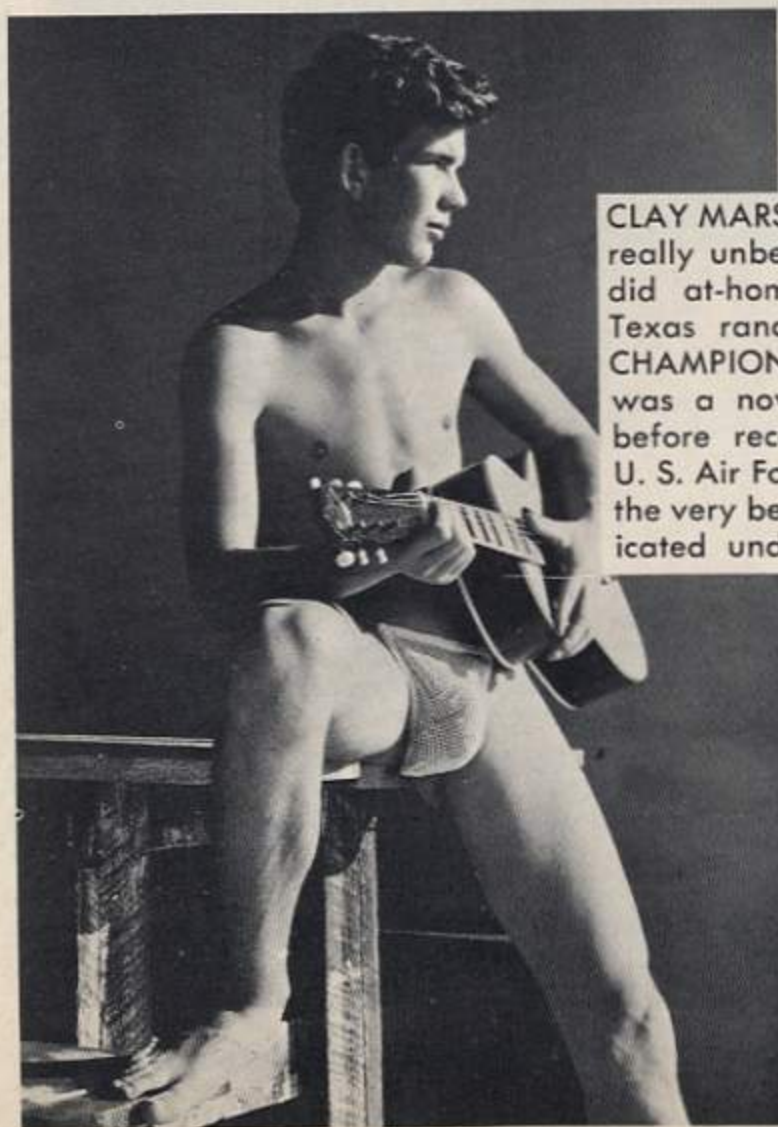
The operator then leans forward for a three count until, with his elbows locked, the lines from his shoulders to his wrists, and his hip to his knee is vertical. At this point he should be applying from 22 to 30 pounds pressure to the victim's back. (This is for an adult.)

He continues to do this until the victim's arms are raised (this is count five) drawing air into the lungs. Each count should be 1 second, there-cycle is repeated 12 times a minute; however, when practicing, this should be slowed down to 10 times a minute, as it is found that operators tend to speed up when working on a victim.

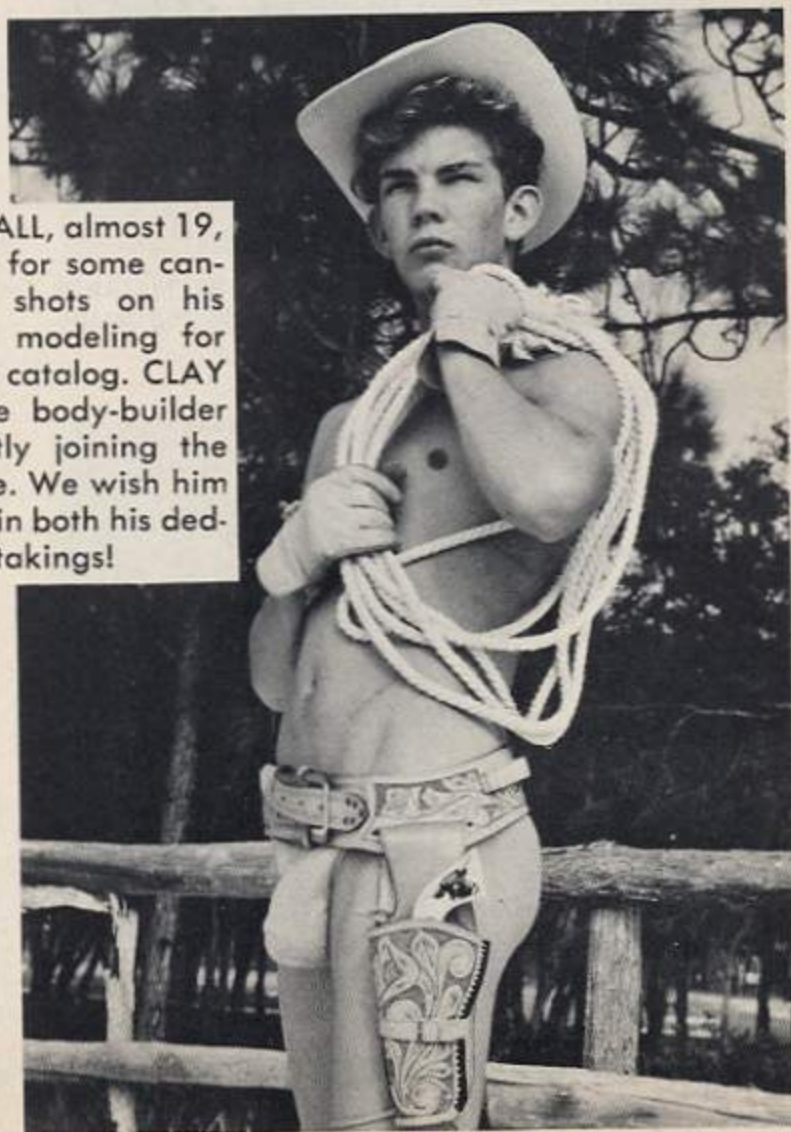


This method will **FORCE** twice as much air into the lungs as the Shaefer Method formerly in widespread use. It may also be used when respiration has stopped from shock, gas fumes, and general exposure to cold. Now take another look at the illustrations and start practicing them now with your buddy in the gym before you get to the beach or lake.

REMEMBER-THE LIFE YOU SAVE MAY BE THAT OF A NEIGHBOR, OR POSSIBLY ONE OF THE MEMBERS OF YOUR OWN FAMILY. START NOW!



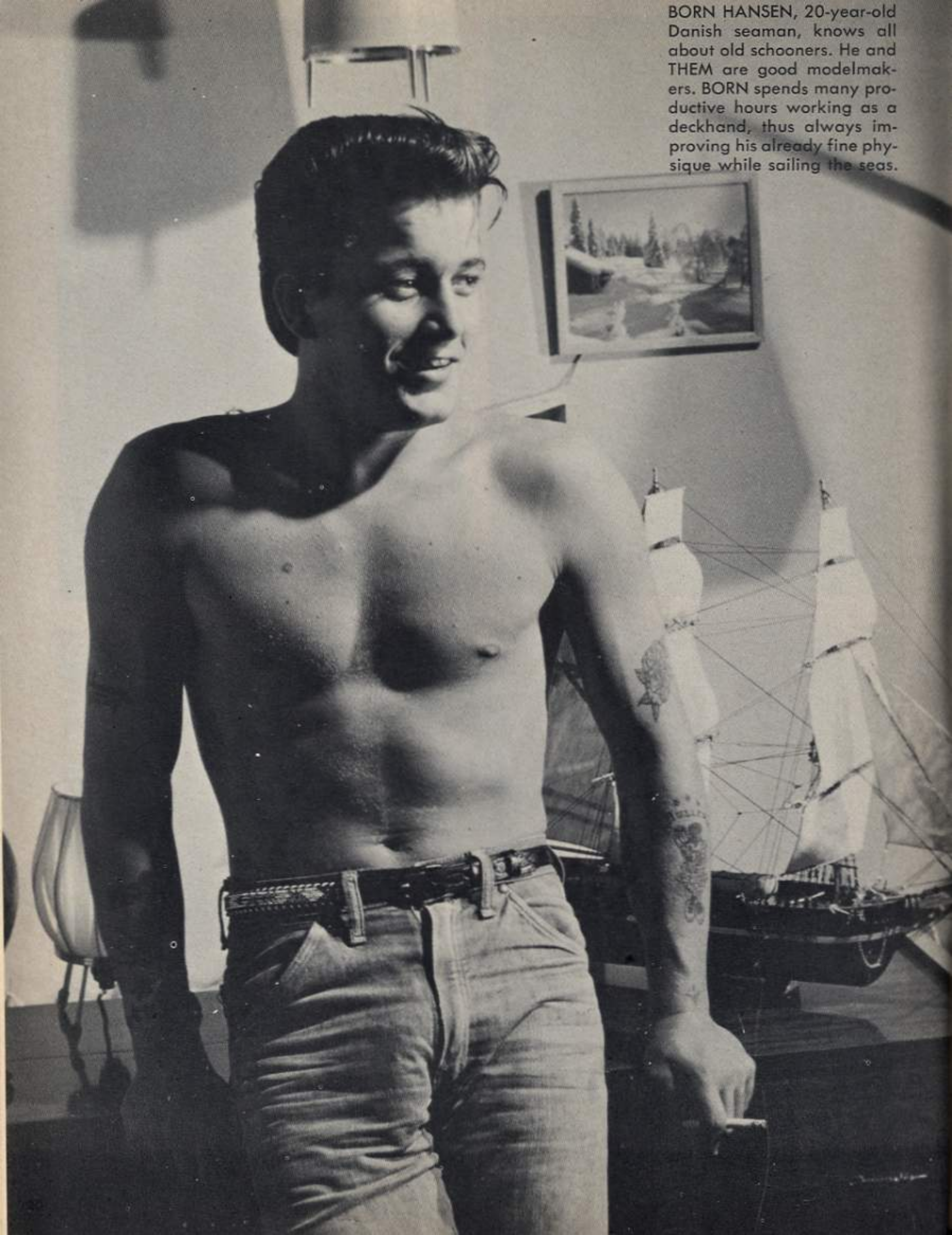
CLAY MARSHALL, almost 19, really unbent for some candid at-home shots on his Texas ranch, modeling for CHAMPION'S catalog. CLAY was a novice body-builder before recently joining the U. S. Air Force. We wish him the very best in both his dedicated undertakings!





Well built, 23-year-old construction worker, CHAMPION'S ROCK GRANGER is a jack of all trades, as is dramatically pointed up in his catalog of art reference photos. Here Rock is certainly at his best, posed in familiar surroundings. Turn to Ad, page 60.

BORN HANSEN, 20-year-old Danish seaman, knows all about old schooners. He and THEM are good modelmakers. BORN spends many productive hours working as a deckhand, thus always improving his already fine physique while sailing the seas.





25-year-old BILL LAWRENCE shows us, in photos by CHAMPION, the finely molded contours of his 6'-2" muscular frame dramatically highlighted. BILL attributes his marvelous build to a dutiful program of weightlifting and healthful living. Order his CHAMPION catalog today! See Ad, page 60.

REDUCE THAT WAISTLINE

by
RICHARD FALCON

(Article in part only - for FULL unabridged edition see Ad-Page 62)

This waist reducing course should be done daily for the first week and four times a week thereafter until the results you want are obtained. The four days are best spread out like Monday, Tuesday, Thursday and Saturday. Once your waist is back down to normal, three exercise periods a week - like Monday, Wednesday and Friday will suffice to keep your waist flat and firm. Your waist should be at least 10 inches smaller in circumference than your chest.

Many people with over-sizes waistlines suffer from constipation and bloatness. They are short-winded and tire easily from the dead weight they carry around. They generally feel as miserable as they look and it is all so unnecessary. By eating properly and doing enough physical activity they can prevent or eliminate bulging bellies if they want to.

The fellows who keep their bodies trim get more out of life. They have a greater zest for living and they get more fun out of everything because they are full of vim, vigor and vitality. If you fellows with over-sized waists wish to join the ranks of happy and healthy men, why don't you get started on the road to super-vitality by embarking on a program of eating and exercise as outlined in these pages. Why not get started right away--like today!



1

THE SIDE BEND helps reduce the sides. Hold a weight in right hand, exhale as you bend to the right as far as you can go without bending the knees. Inhale as you straighten up. Start with about 6 times then shift weight to other hand and bend to the left 6 times. gradually increase to 35 for each side and two sets.



2

For STANDING KNEE RAISE hold on to something for balance if necessary. From a standing position, inhale as you bend and raise the right knee, as illustrated, while keeping the body and supporting leg straight. Exhale as you lower right foot. Repeat with left leg. As the exercise becomes easier, try to touch the knee to the chest while keeping the body straight. Start with seven raises for each knee and increase to 40 and two sets.



3

THE TWISTING TOE TOUCH strengthens the entire abdominal region, both internally and externally. Stand with feet about 25 inches apart and raise the arms at shoulder level. Exhale while bending forward from the waist and keeping the arms in the same position, touch the right toes with the left hand as shown. Inhale and return to standing position. Bend forward again but this time touch the left toes with the right hand. Start with 5 reps and increase to 25 for each foot and two sets.



4

THE SUPINE LEG RAISE helps to reduce the lower part of the abdomen. Lie on your back on the floor (or bench) and keeping the knees straight, inhale and slowly raise the legs to a vertical position as shown. Then, exhale as you slowly lower the legs to the starting position but do not permit the heels to touch the floor. Repeat the entire movement about 6 times and increase to 40 reps and two sets.

5

THE HORIZONTAL BICYCLE MOTION helps contour the entire mid-section as well as tone up the legs. Assume position shown and rotate the legs vigorously as though riding a bicycle. For greater results, keep the leg motions horizontal. Make about 15 cycles with each leg and increase to 45 and three sets.



6

In **THE TWISTING SITUP** lie flat on your back with the hands held down by some object. Now, exhale and raise to a sitting position, bend forward and touch your right elbow to left knee as shown. Then, inhale and slowly return to the lying position. Repeat, but this time touch left elbow to right knee. Start with what you can and increase to 20 reps for each elbow and two sets.



7

THE SUPINE LEG KICK will affect the entire lower abdomen as well as give a massaging action at the hip joints. Assume position shown then inhale and kick the legs straight out (not up). Inhale as you return legs to starting position. Do not permit the heels to rest on the floor until the exercise is ended. Start with about 5 reps and increase to 30 and two sets.



8

THE SITTING TRUNK TWISTER helps firm and reduce the sides and back part of the waist. Sit on the floor with the feet about 30 inches apart and arms raised on each side. Now with a slow swinging motion twist the torso and touch your left toes with the right hand, letting the left hand swing back behind you as illustrated. Now swing back and follow through until you touch your right toes with the left hand. Start with about 6 reps and increase to 20 for each side.



9

Fig. A. **THE ADVANCED SITUP** should not be attempted until at least one week after starting the course. Using a box or combination of some sort, with the feet anchored or held down by a partner, assume position in Fig. A. Exhale and raise to position in Fig. B. Then inhale as you slowly lower yourself back to the starting position. Attempt about 4 reps and increase to 25. One set should suffice.

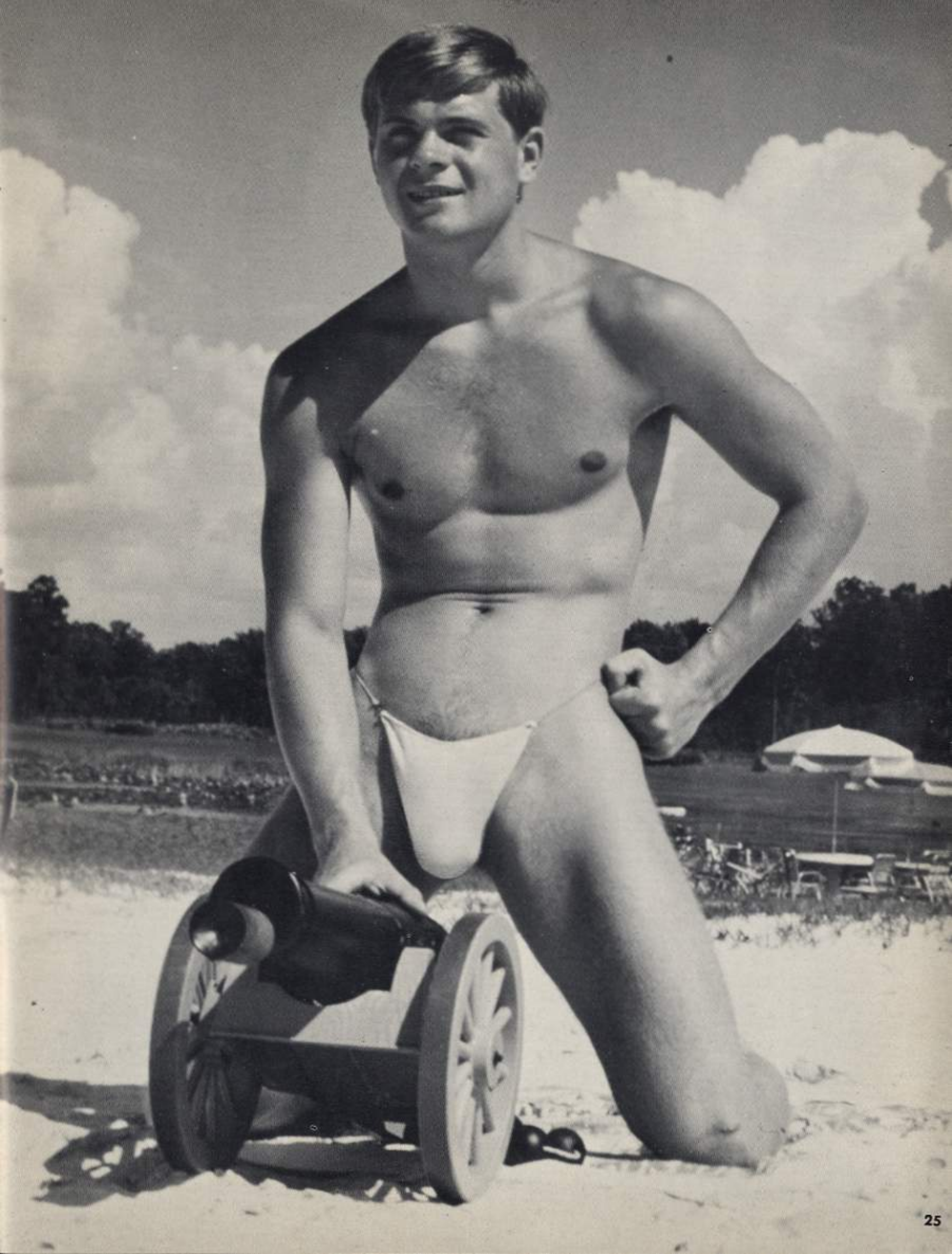




GARTH SINGER, just turned 19, a typically All-American boy with interests as broad as his catalog by CHAMPION. Here Garth is in tranquil repose, while on page 26 we find him in opposing stances that are artistically harmonious set against a background of machine-made power. Also, catch the Ad on page 60.



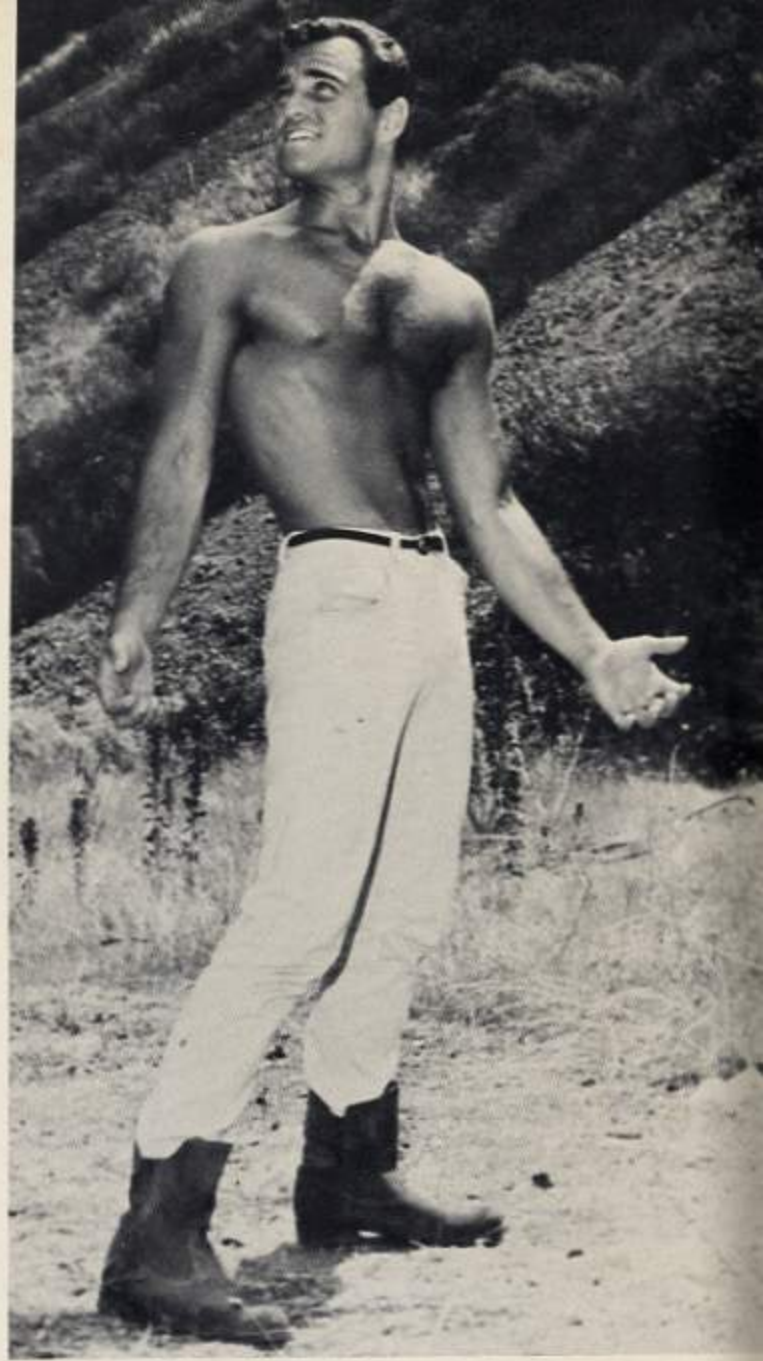
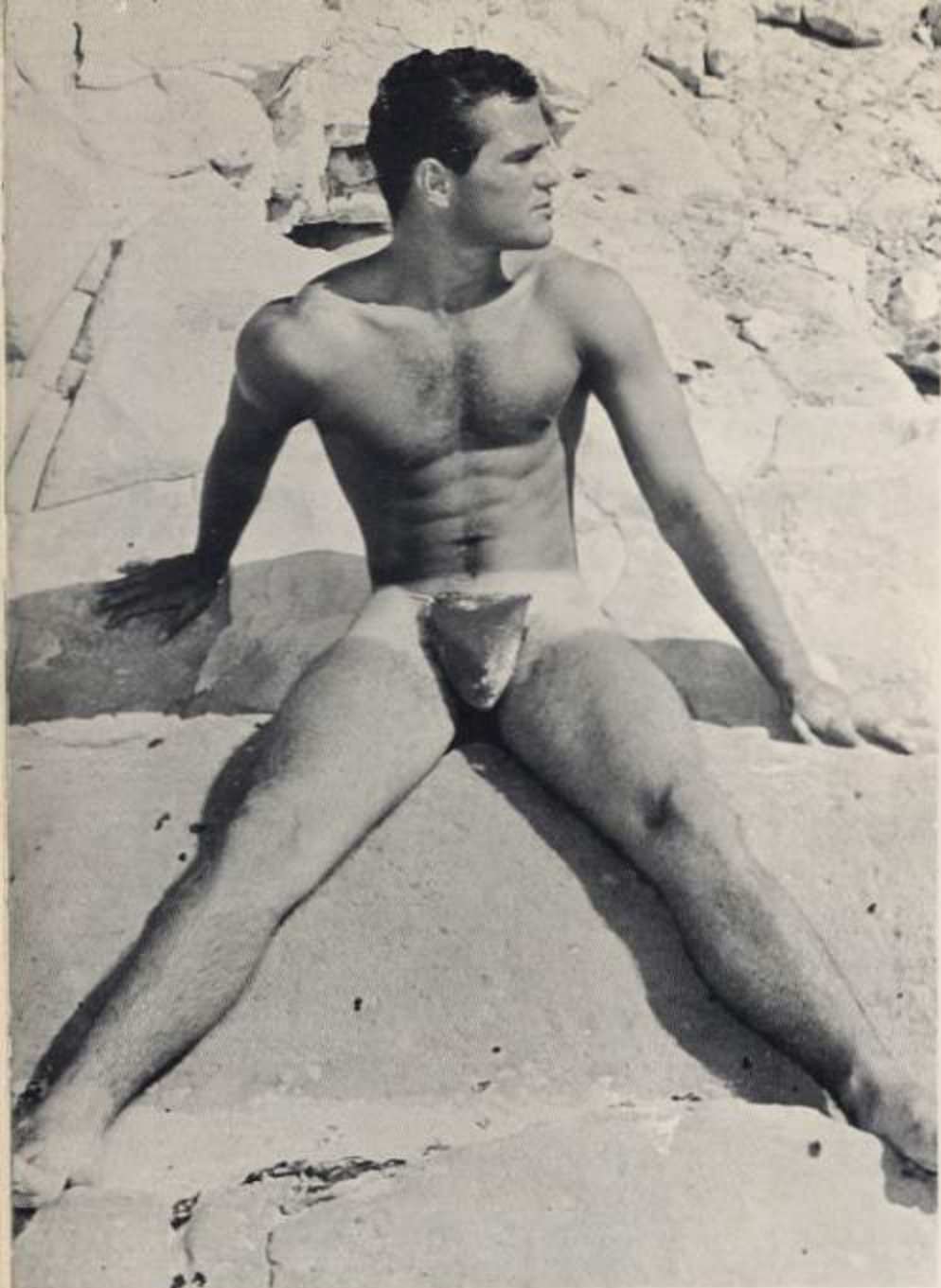
Garth Singer





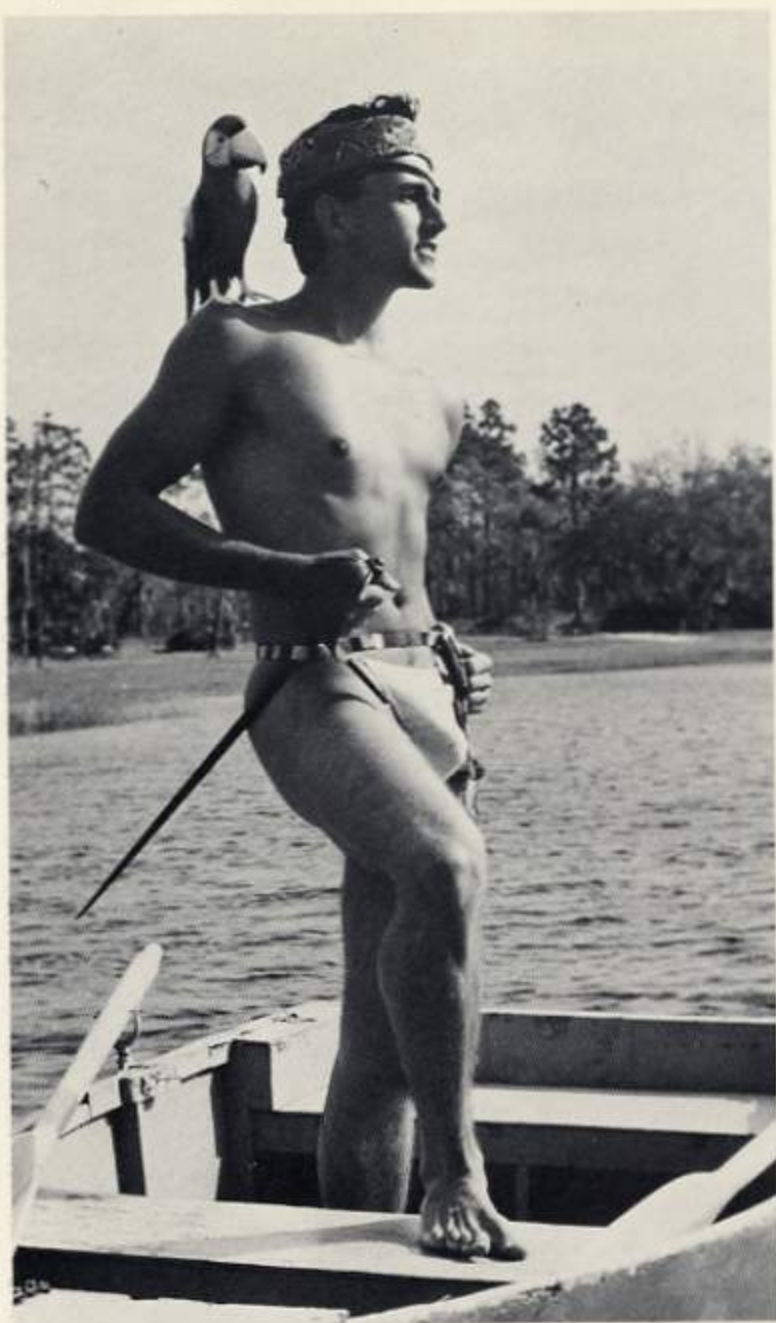


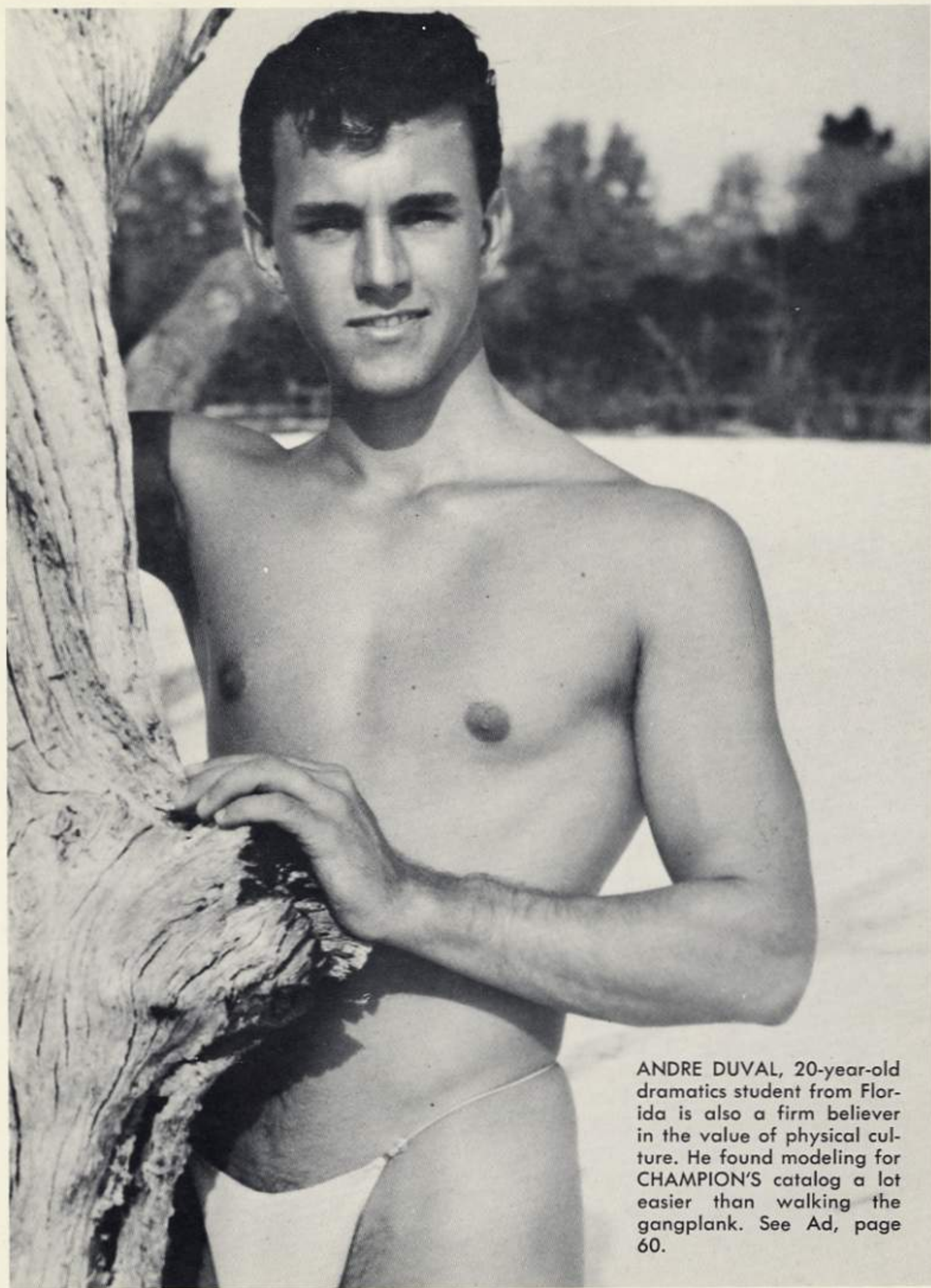
MOHAMMED SULA —
an 18-year-old tentmak-
er stays in shape with
the rigorous, every-day
life in not so mechan-
ized but ever so
enchanting Morocco.
Colorfully photograph-
ed and cataloged by
THEM. See Ad, page 60.



GLEN KINKEAD — 24-year - old surfer from California snapped by CHAMPION. He can be found toning his body by riding the big swells on Laguna's golden shore. Glen's great physique is inspiring anywhere — set against mountains, sky, or sea. Turn to page 60 for Ad.

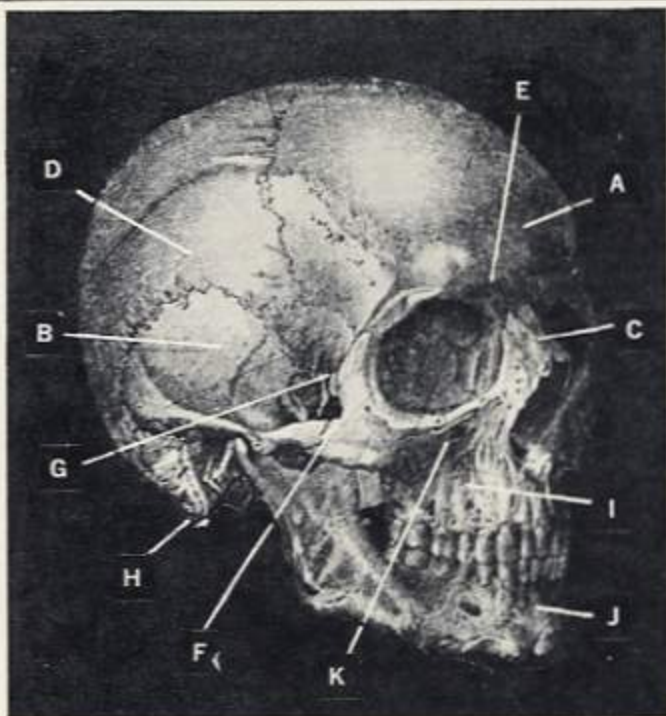






ANDRE DUVAL, 20-year-old
dramatics student from Flor-
ida is also a firm believer
in the value of physical cul-
ture. He found modeling for
CHAMPION'S catalog a lot
easier than walking the
gangplank. See Ad, page
60.





A Frontal bone; **B** Temporal bone; **C** Nasal bone; **D** Parietal bone; **E** Superciliary arch; **F** Zygomatic arch; **G** Sphenoidal bone; **H** Mastoid bone; **I** Lamine Fossa; **J** Mandible; **K** Malar or cheek bone.



A Masticatory Group; **B** Epicranial Group; **C** Auricular Group; **D** Ocular Group; **E** Palpebral Group; **F** Nasal Group; **G** Labial Group.

At the left is shown a view of the skull illustrating the various planes to which particular attention should be paid. In order to be able to draw the human head with any degree of accuracy, it is essential to be aware of the bone structure of the human skull. In running your fingers over the surfaces of your own face, as you study the view of the skull at the left, you will find it much easier to remember the construction and names of the various bones. In feeling your own cheek bone (or Zycomatic arch), you will find that it protrudes slightly or greatly, depending on your own particular bone structure. Just above the Zycomatic bone you will discover a recession of bone known as the Temporal bone. Another region to pay attention to is the Superciliary arch or the ridge just over the eyes, which in some cases, because of the prominence of this arch, causes a shadowed and mysterious look. In other cases, because of less prominence a more forward appearance is apparent.

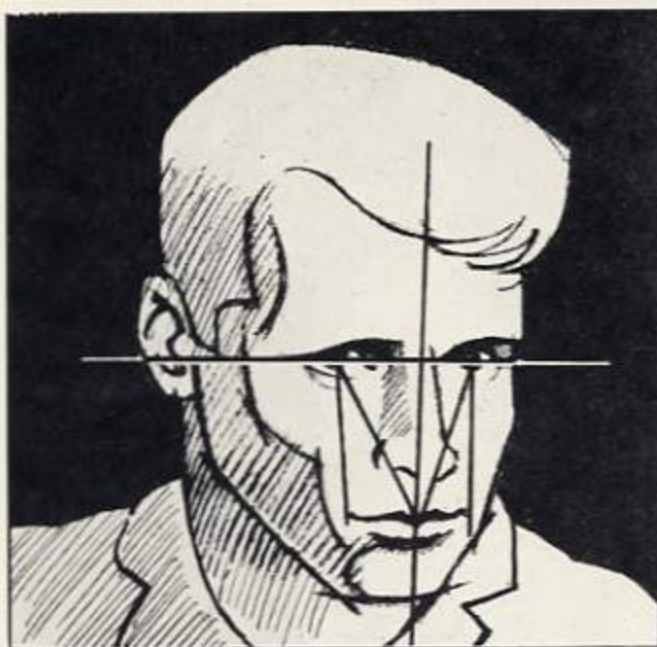


In studying the various muscle groups to be found in the head, particular attention should be paid to those muscles that affect the exterior appearance of the face as they perform their functions in various expressions. There are seven groups in the the head: The Masticatory group or those concerned with chewing; the Epicranial group or those muscles that cause the wrinkles in your brow and between eyes; the Auricular group or those muscles that pull the ears and the scalp around the ears; the Ocular group, which moves each eyeball; the Palpebral group, which is responsible for opening and closing the eyes; the Nasal group or those muscles that pull on and around the nose; and finally the Labial group, which controls all the various movements of the mouth. Those groups that most influence the expression of the face would be the Masticatory group, which show the tightening and bulging muscles seen in anger. The other group would be the Epicranial, which would appear as the furrows in the brow and the pinched expression between the yes. Remembering the positions and functions of all of these muscles will greatly facilitate an accurate and realistic drawing.



in the Knowledge of Drawing a Familiar Face

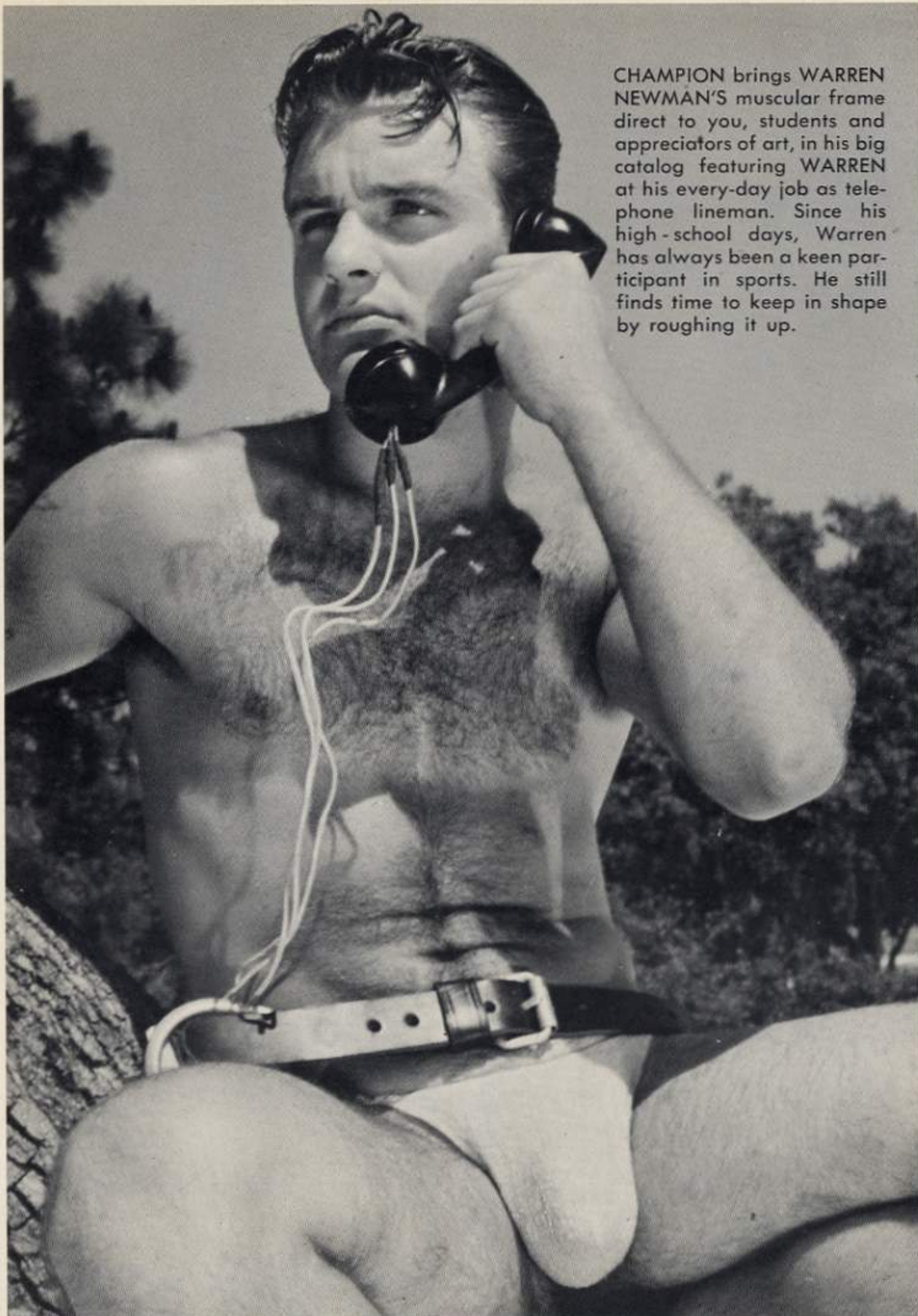
Let us now attempt to apply our recently acquired knowledge to a drawing. In this case, using Jim Stryker as a model. Jim is a good subject for our first drawing as he has clearly defined bone structure, in ideal proportions. Use an oval to start the general outline. It helps to indicate the shape and angle desired. Draw a line down the front of the face, then the line of the eyes about midway between the chin and the top of the head. Draw a line for the base of the nose. Divide the space, between the nose and the chin, into three parts, and place the mouth one-third from the nose. Applying our knowledge of the bone structure of the head, block in the planes of the face, paying attention to the direction of light. This will indicate your shadow areas. In trying for a likeness of the subject, study the angle between the eyes and the mouth. Drop a line from the pupil of the eye to the corner of the mouth. This will help determine the shape of the face, be it narrow or wide angle in shape. The line running through the eyes guards against one eye being lower or higher than the other. The facial line running down the front of the face is always a help in molding the front of the face and in positioning the nose in its proper place. Once these things have been carefully checked, you can proceed to apply shadow and modeling that will complete a basically sound drawing, in both likeness and structural accuracy.



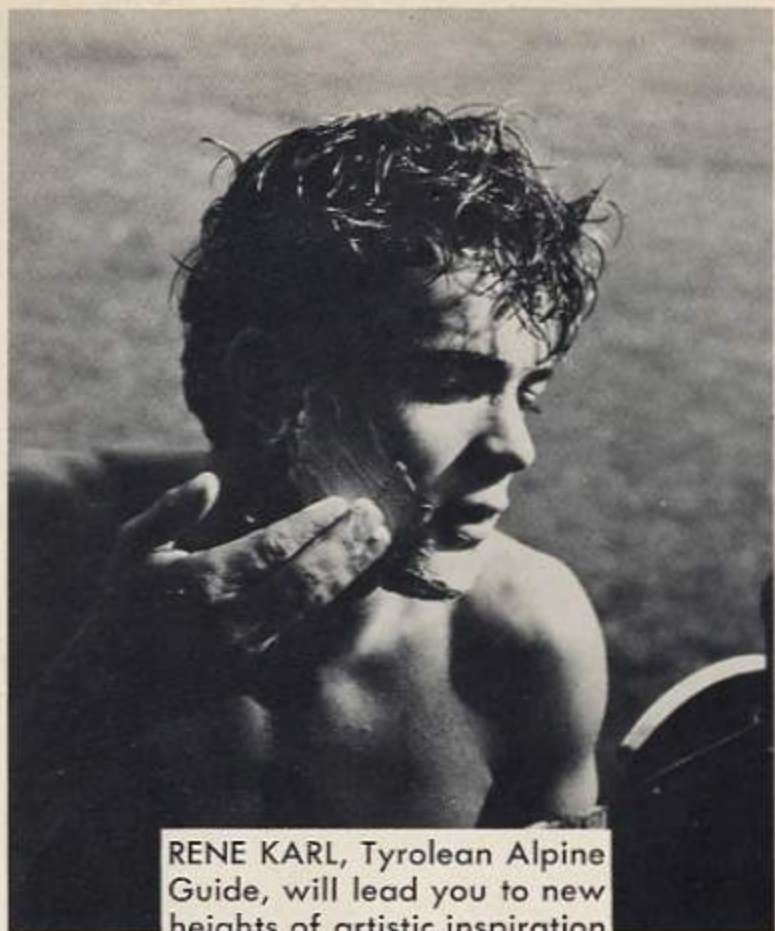


BUD SAVAGE—CHAMPION caught this native of Dixie actually climbing trees, busy at surgery. Need we go into more details about the origin

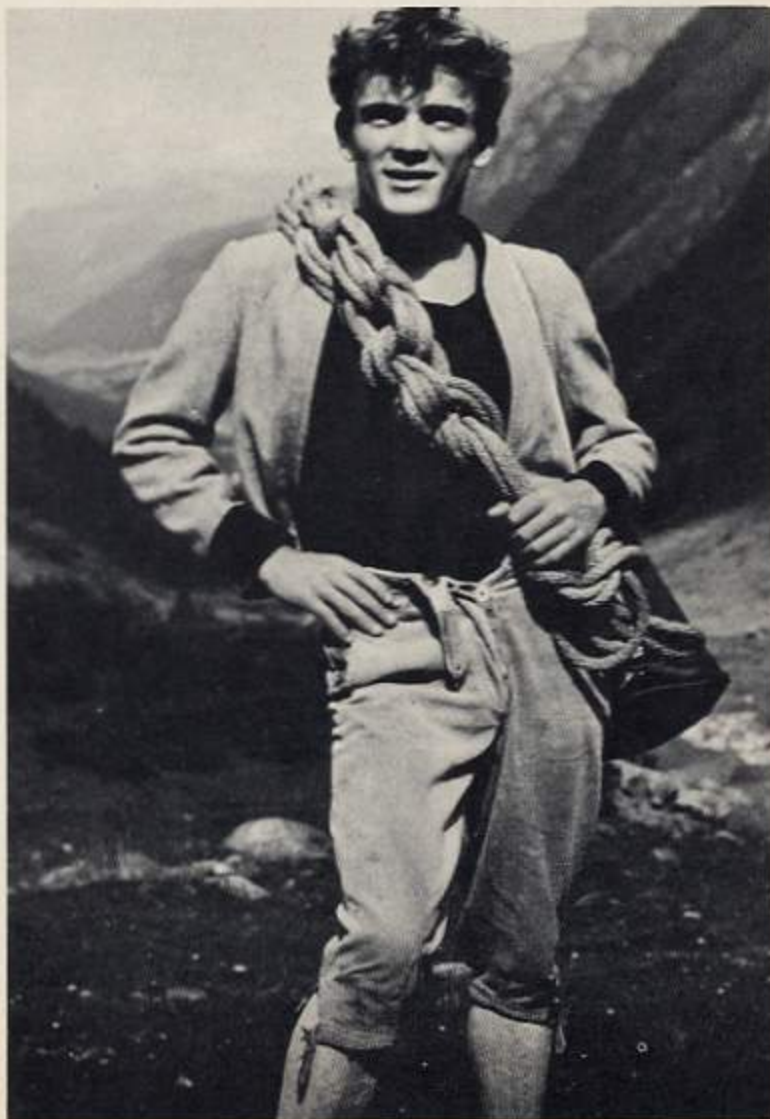
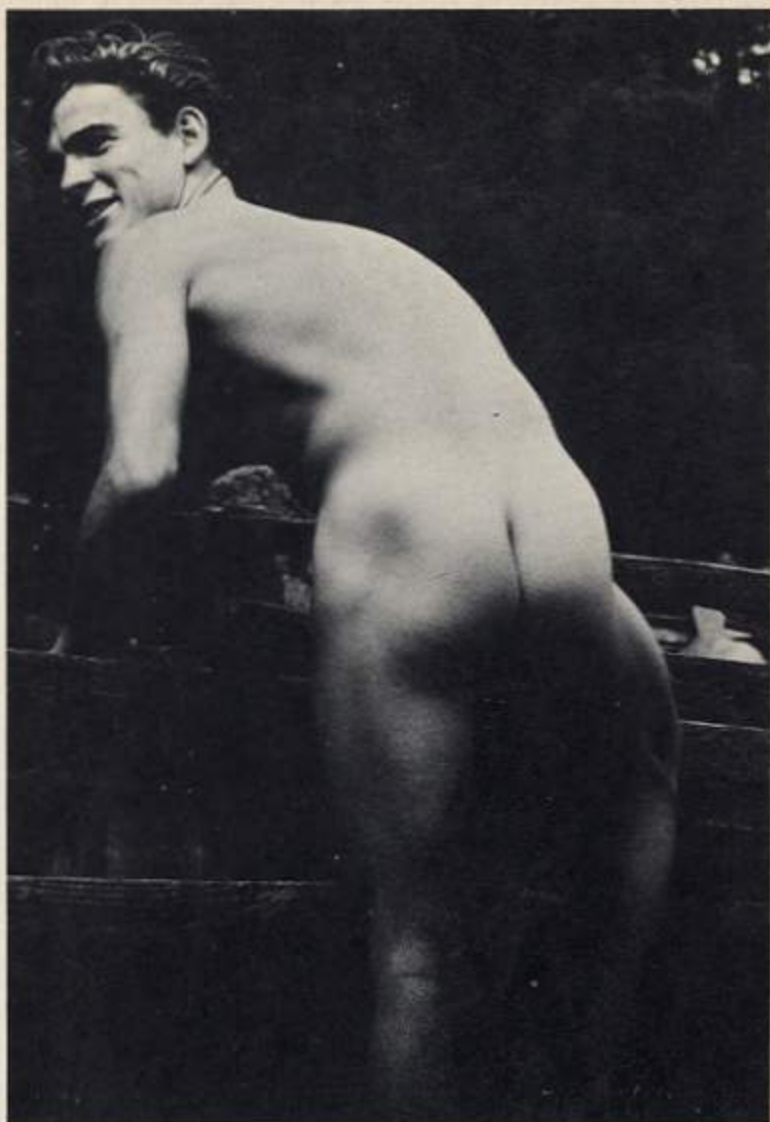
of his natural, healthy physique? BUD's colorful photo catalog by CHAMPION is a must for art-lovers and students! Flip to Page 60 for Ad.

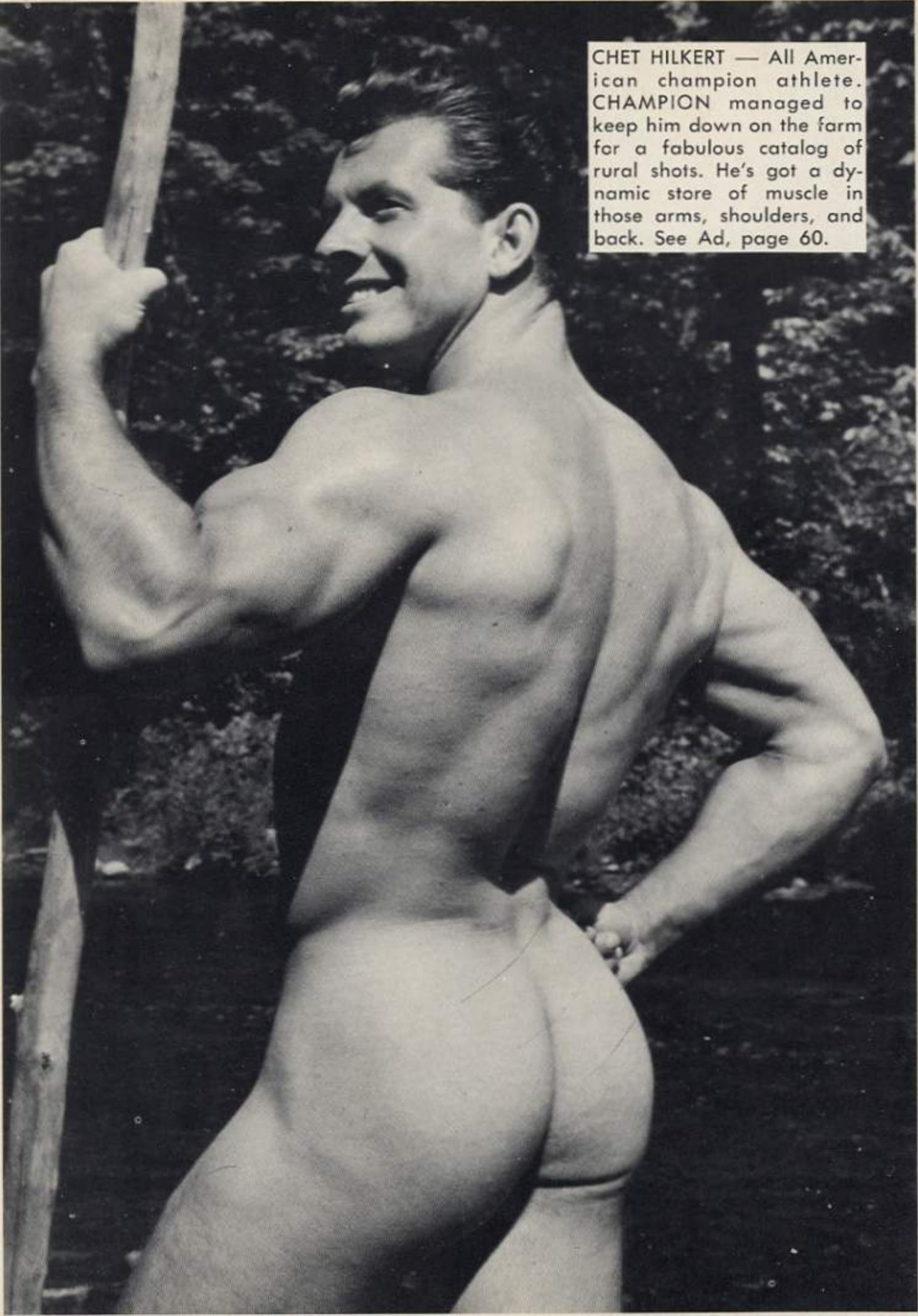


CHAMPION brings WARREN NEWMAN'S muscular frame direct to you, students and appreciators of art, in his big catalog featuring WARREN at his every-day job as telephone lineman. Since his high-school days, Warren has always been a keen participant in sports. He still finds time to keep in shape by roughing it up.

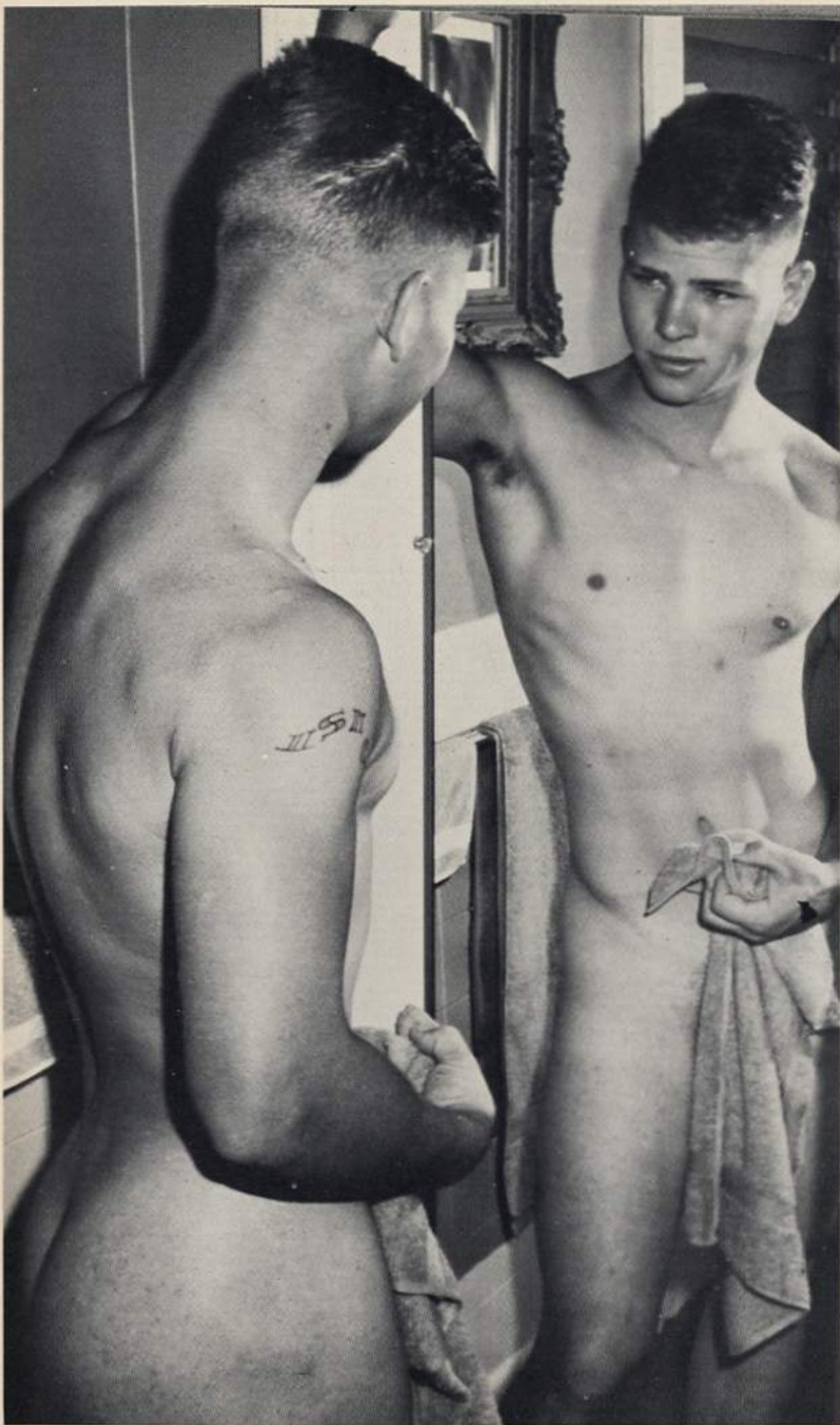


RENE KARL, Tyrolean Alpine Guide, will lead you to new heights of artistic inspiration in his catalog by THEM. You can watch 18-year-old RENE preparing himself in the gentle light of dawn for an arduous day of climbing in the rough Bavarian Alps.





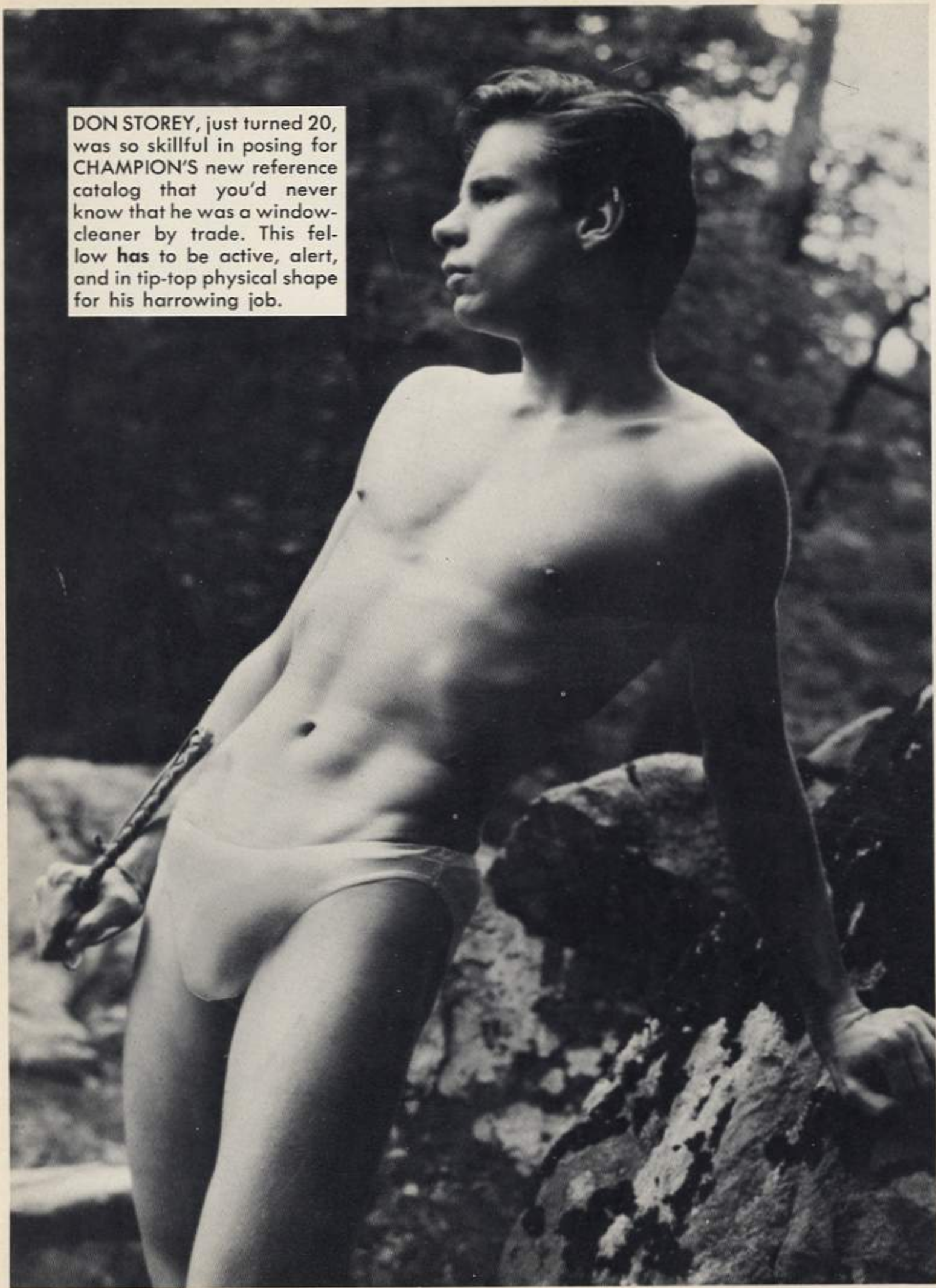
CHET HILKERT — All American champion athlete. CHAMPION managed to keep him down on the farm for a fabulous catalog of rural shots. He's got a dynamic store of muscle in those arms, shoulders, and back. See Ad, page 60.

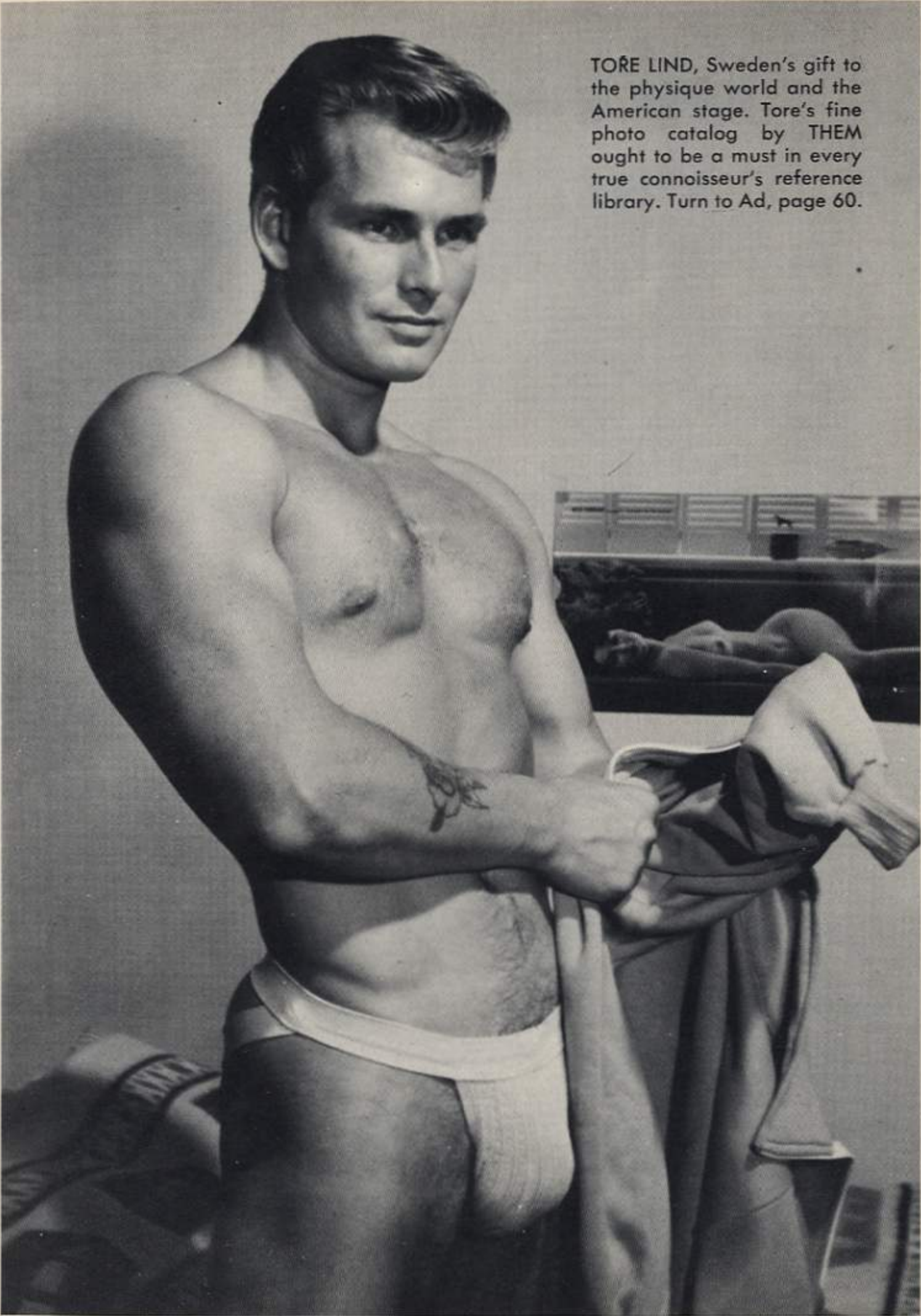


WAYNE ARLEN is the ideal model, who has a fresh, boyish appearance enhanced by a rocklike, Marine-trained body. Students of art will find WAYNE'S CHAMPION catalog literally "Always Faithful" to the Corps' ideals of masculinity and a constant source of inspiration. See Ad, page 60.

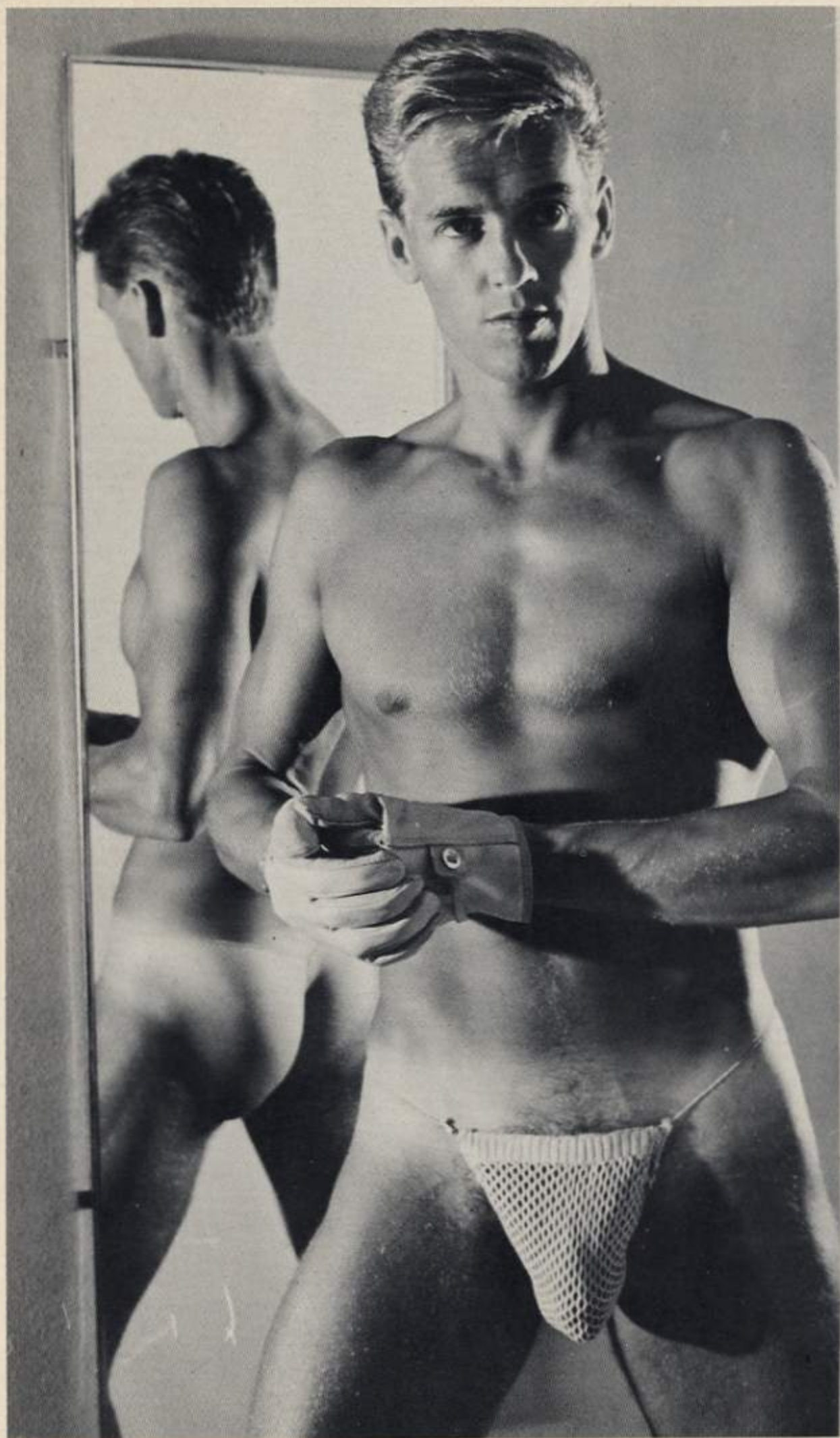


DON STOREY, just turned 20, was so skillful in posing for CHAMPION'S new reference catalog that you'd never know that he was a window-cleaner by trade. This fellow **has** to be active, alert, and in tip-top physical shape for his harrowing job.

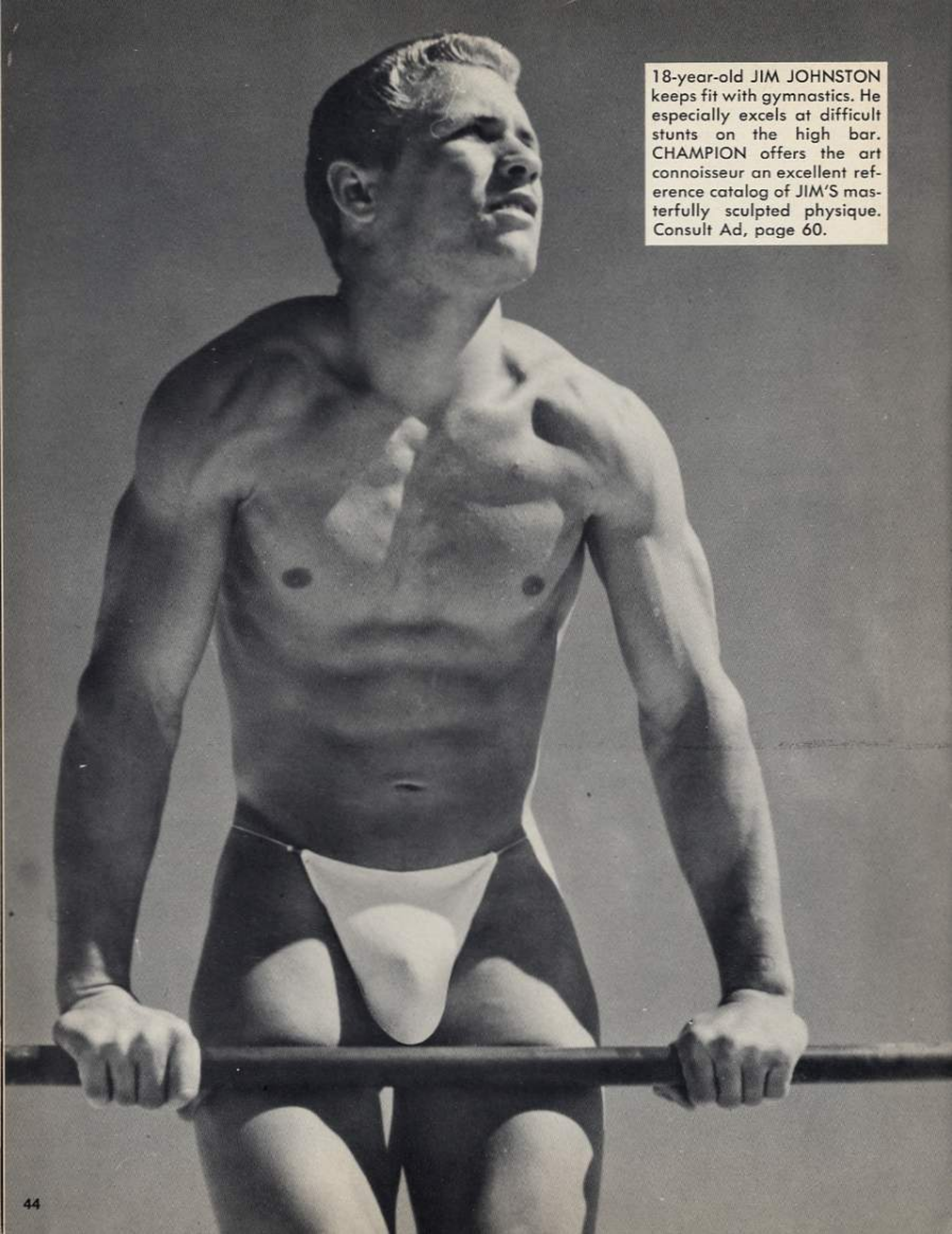




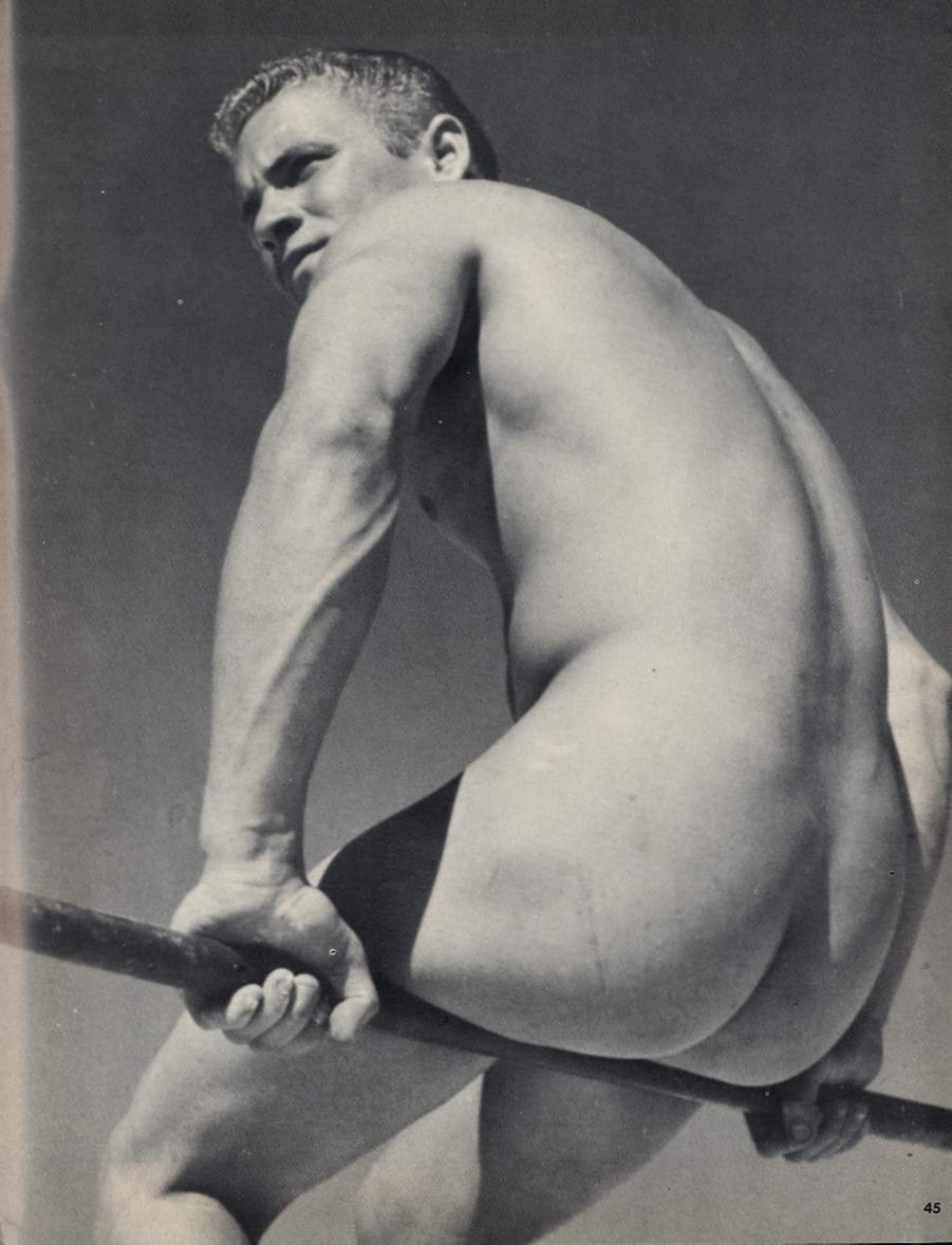
TORE LIND, Sweden's gift to the physique world and the American stage. Tore's fine photo catalog by THEM ought to be a must in every true connoisseur's reference library. Turn to Ad, page 60.



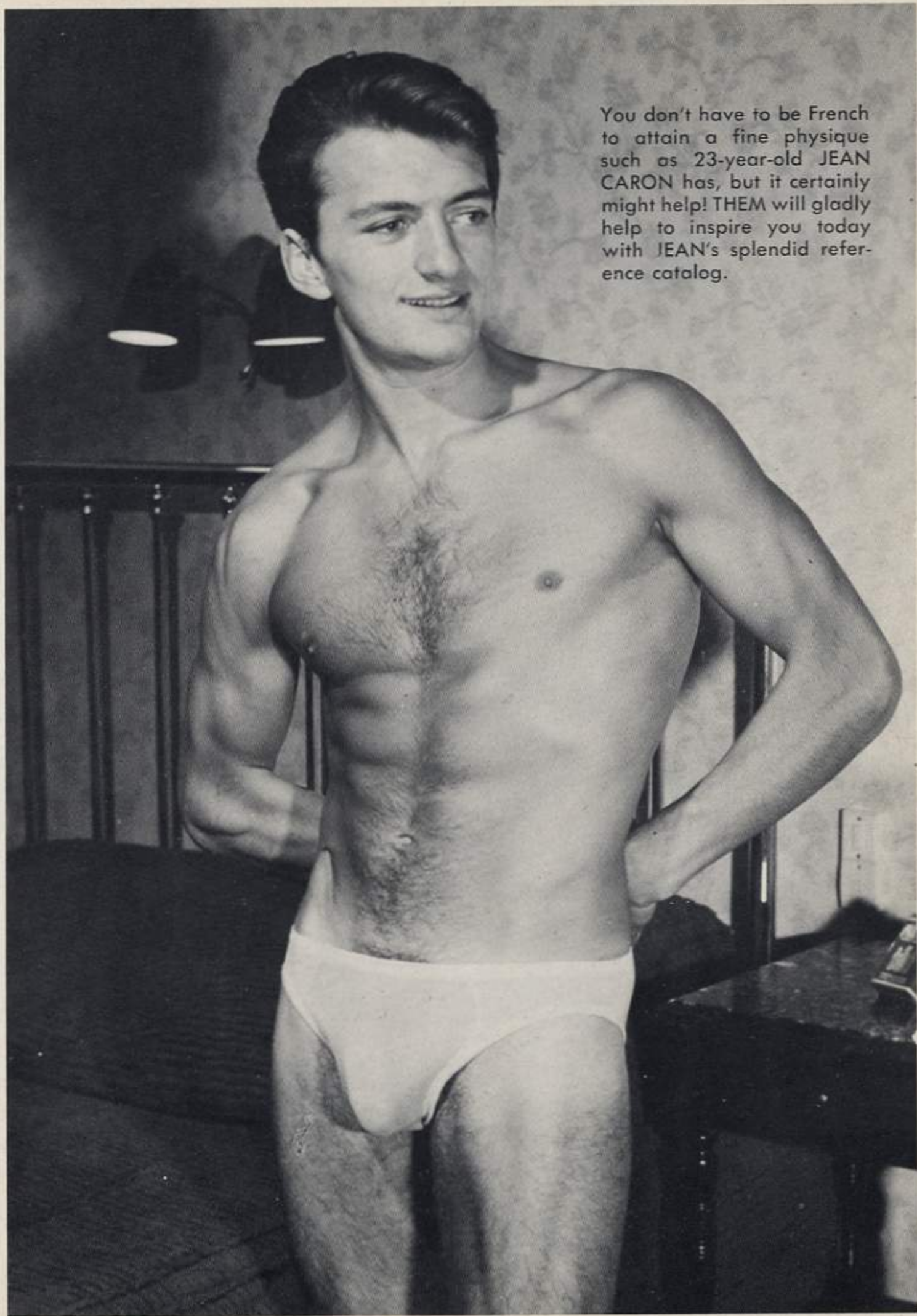
SVEN-ERIC popular Swedish muscleman and model, literally comes alive in his color catalog by THEM. He has been and still is a proficient disciple of bodybuilding through weight training and physical culture. Of course SVEN-ERIC remains the inspiration of today's up-and-coming physique stars.



18-year-old JIM JOHNSTON keeps fit with gymnastics. He especially excels at difficult stunts on the high bar. CHAMPION offers the art connoisseur an excellent reference catalog of JIM'S masterfully sculpted physique. Consult Ad, page 60.



You don't have to be French to attain a fine physique such as 23-year-old JEAN CARON has, but it certainly might help! THEM will gladly help to inspire you today with JEAN's splendid reference catalog.





Outgoing TOMMY PAINE, all brawn at 21, was most imaginative in creating his masterful CHAMPION catalog. He believes, as we do, that physique photography should inspire the most demanding artists and connoisseurs.



Mr. Junior Germany, HELMUT RIEDMEIER, in an impressive catalog by THEM. See HELMUT in over 130 living-color photos — all of a helpful nature for students of art and physical culturists.

Place your order now for PAT BERGLUND, Junior Mr. Sweden, who stars in 15 inspirational artistic, true-life photo sets by THEM. PAT knows the value of a restful night's sleep after a vigorous workout in his home gym. Order his reference catalog — today! Flip over to Ad on page 60.





MIKE
POHL

GALE
HARPER

MIKE & GALE . . . photos in color and cataloged for reference by CHAMPION. See Ad, page 60.

PHYSIQUES IN MOTION... PICTURED STORY...
for students of art and physical culture
CHAMPION SHOWS YOU HOW...
the **"WINNER GETS ALL"**
... in Full Action-Packed 200 Foot 8mm Color Movies ... for just \$20.00

In minute-to-minute action we see studied close-ups of the Deltoids, Biceps, Triceps, Latissimus and the Rectal Abdominus as locked thighs and calves strain against one another... All physical culturists are agreed that wrestling is the only sport that thoroughly conditions and tones the entire body from head to toe! See how mouth-to-mouth resuscitation is administered when one accidentally has the wind knocked out of him.

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VIGOROUS "Come-Alive" PHOTO STORY SETS of MIKE and GALE....

RIP..... starts off with "just
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derclothes off in real explosive action.
SET OF 10 3 1/4" x 5" COLOR PRINTS...\$8.50
SET OF 10 COLOR SLIDES..... 6.50

WINNER GETS ALL---is also a Photo Story Set!!
SET OF 15 3 1/4" x 5" COLOR PRINTS...\$12.50
SET OF 15 COLOR SLIDES..... 10.00

LOCKER ROOM ANTICS

Mike forces Gale into a corner of their Club Room. See
how they patch things up.

SET OF 5 3 1/4" x 5" COLOR PRINTS...\$4.50
SET OF 5 COLOR SLIDES..... 2.25

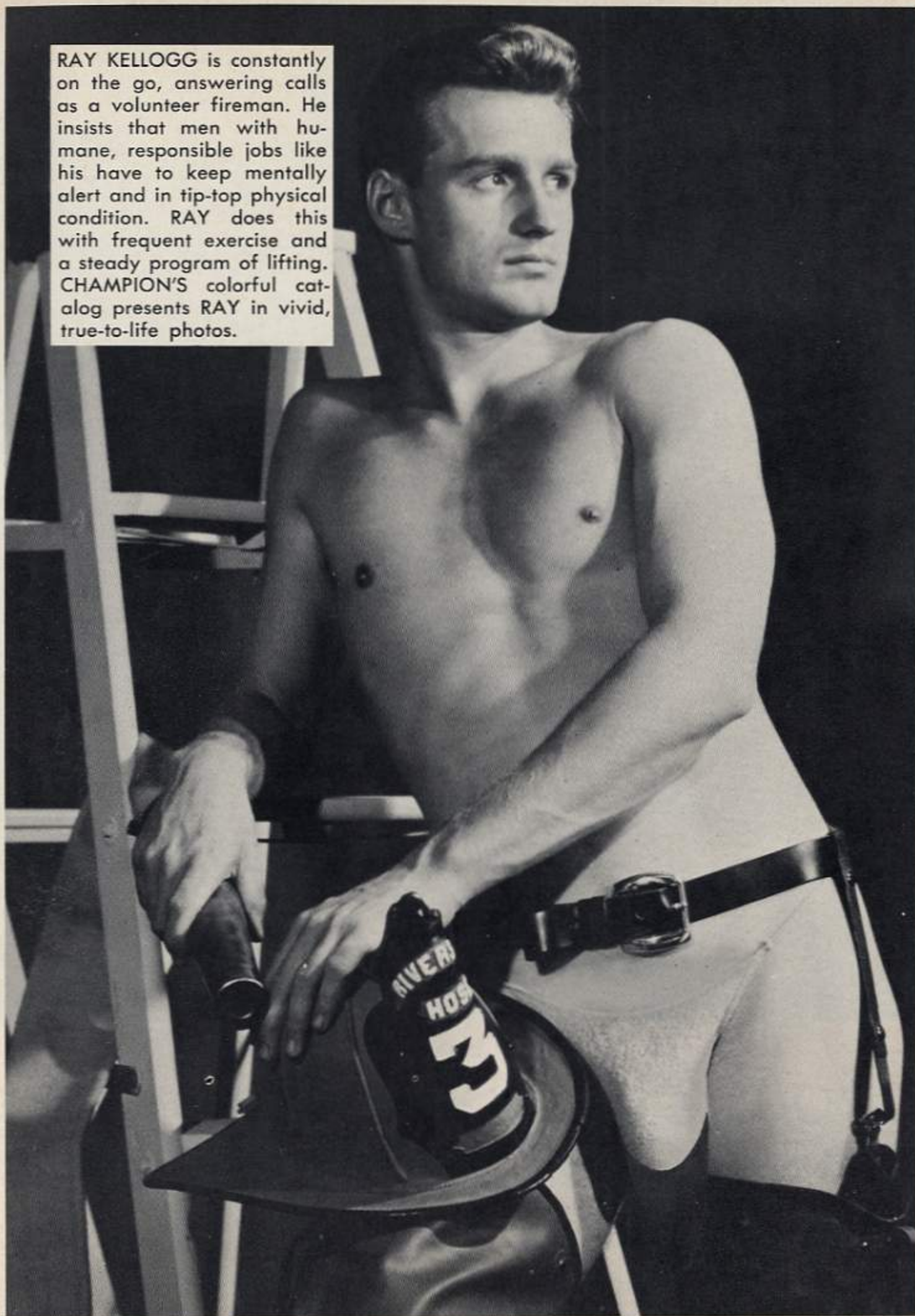
THE MESSAGE-- Mike persuades Gale to give his
taunt-muscled body a much needed massage after a vigor-
ous work-out with the boxing gloves.

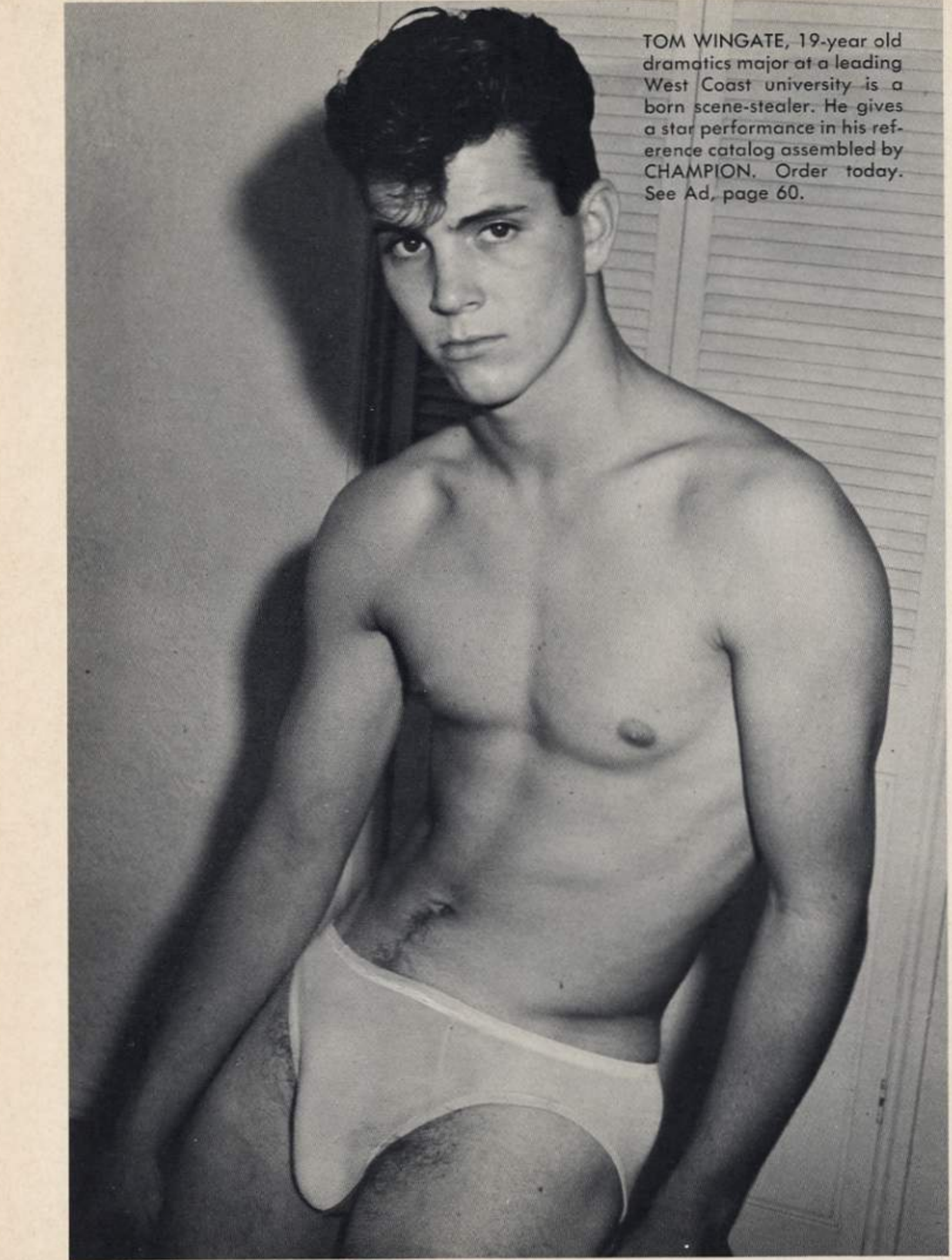
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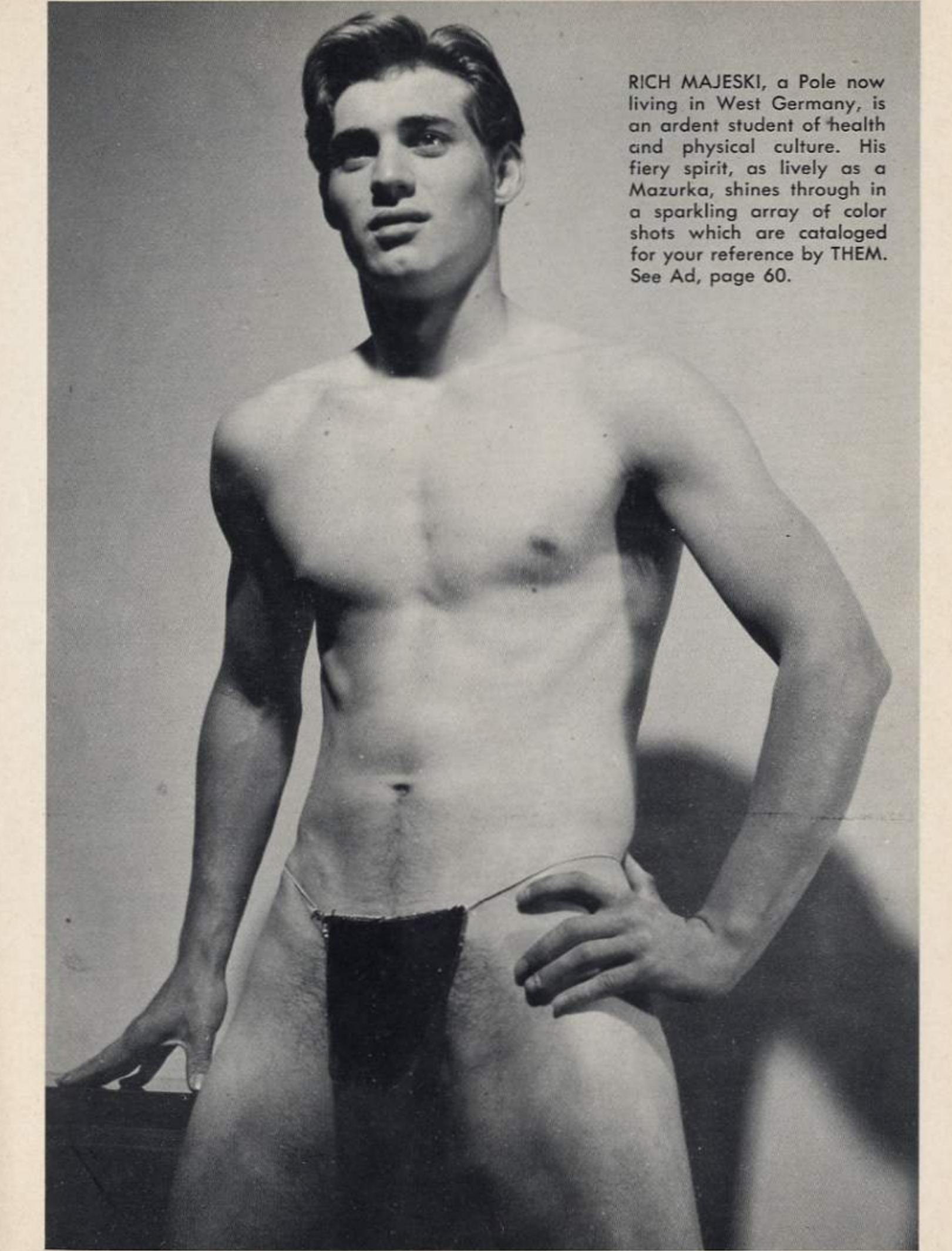
**ORDER
FROM**

RAY KELLOGG is constantly on the go, answering calls as a volunteer fireman. He insists that men with humane, responsible jobs like his have to keep mentally alert and in tip-top physical condition. RAY does this with frequent exercise and a steady program of lifting. CHAMPION'S colorful catalog presents RAY in vivid, true-to-life photos.

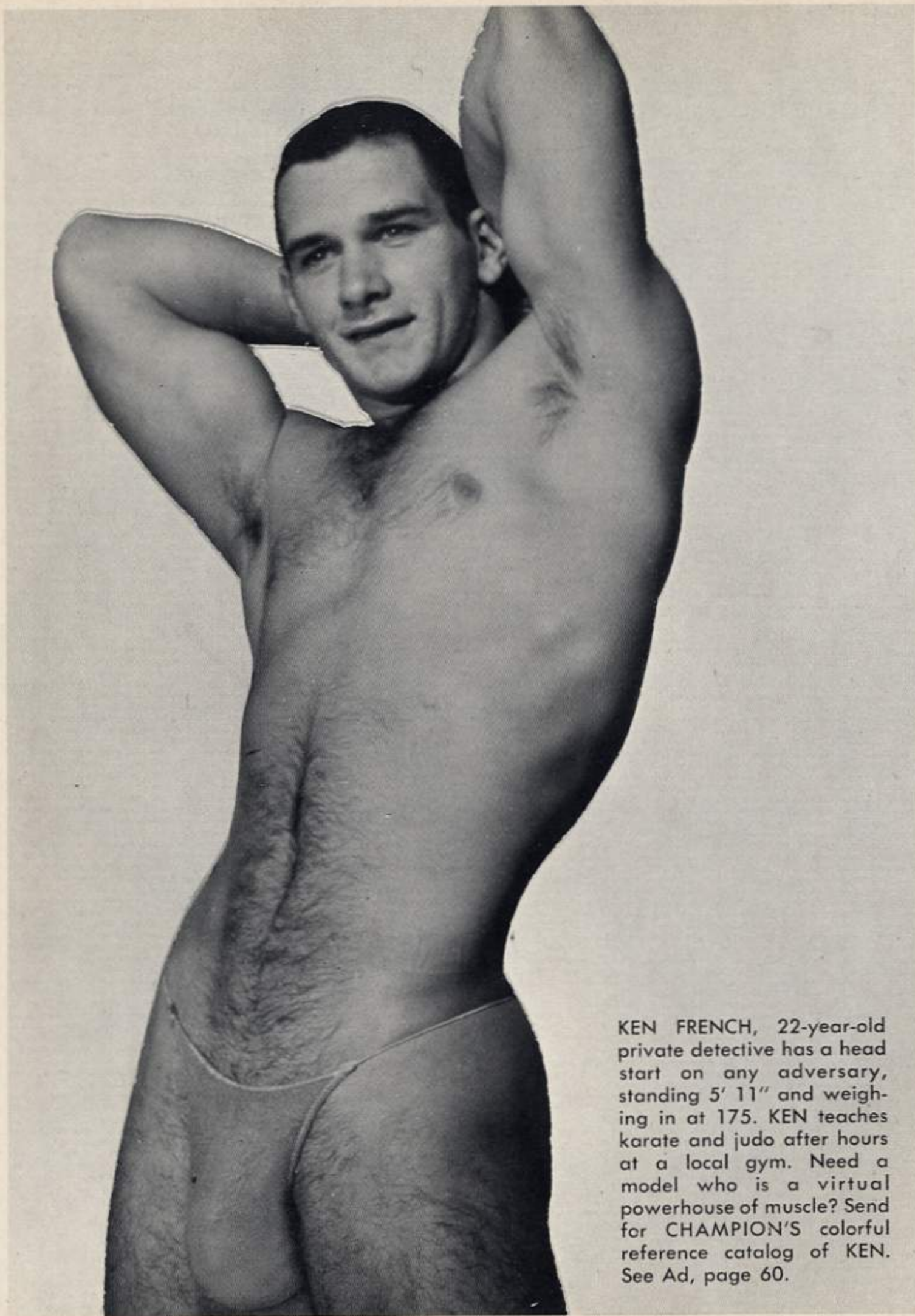




TOM WINGATE, 19-year old
dramatics major at a leading
West Coast university is a
born scene-stealer. He gives
a star performance in his ref-
erence catalog assembled by
CHAMPION. Order today.
See Ad, page 60.



RICH MAJESKI, a Pole now living in West Germany, is an ardent student of health and physical culture. His fiery spirit, as lively as a Mazurka, shines through in a sparkling array of color shots which are cataloged for your reference by THEM. See Ad, page 60.

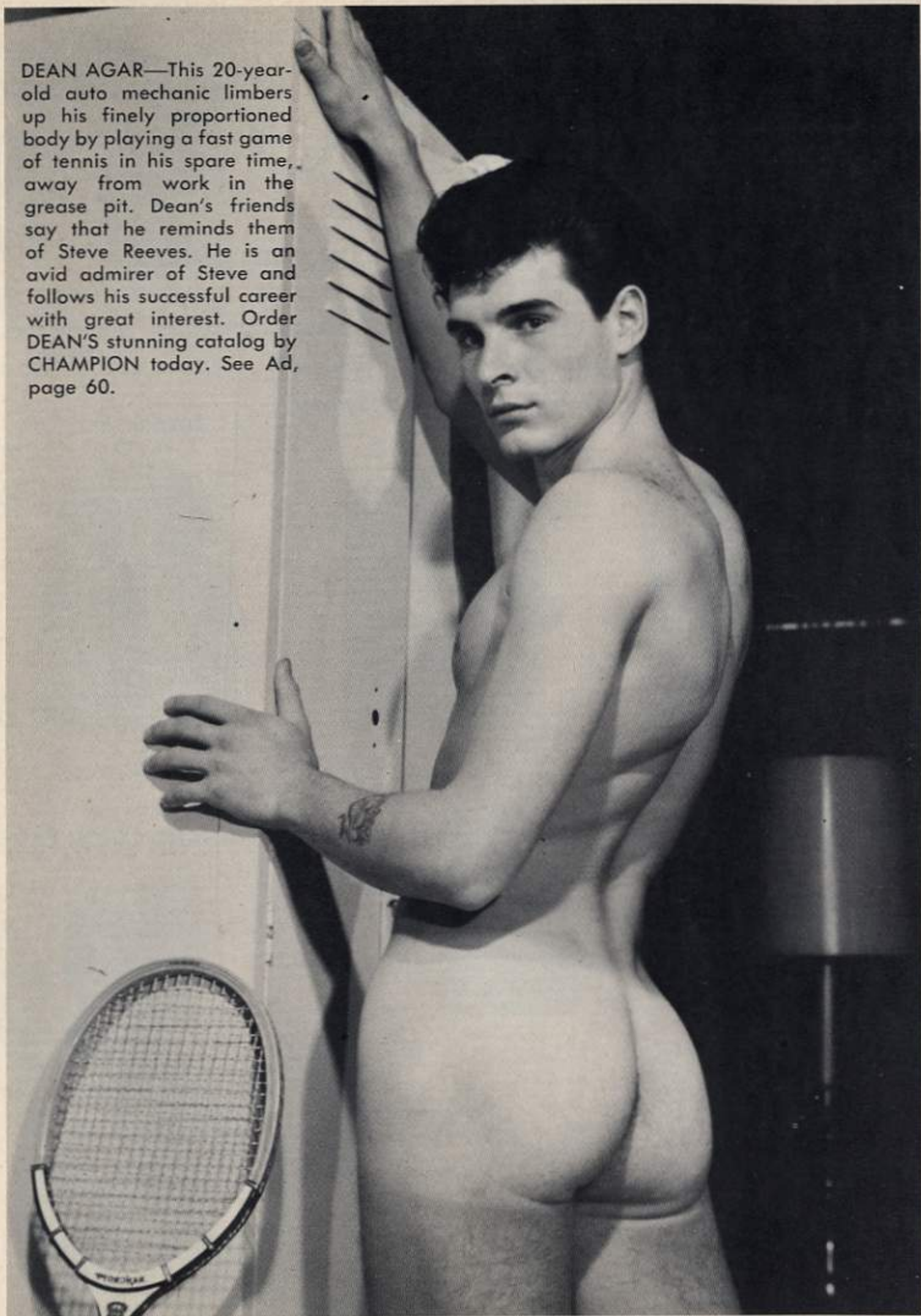


KEN FRENCH, 22-year-old private detective has a head start on any adversary, standing 5' 11" and weighing in at 175. KEN teaches karate and judo after hours at a local gym. Need a model who is a virtual powerhouse of muscle? Send for CHAMPION'S colorful reference catalog of KEN. See Ad, page 60.

A black and white photograph of a muscular man, Joe Canole, posing in a bodybuilding stance. He is standing with his hands on his hips, showcasing his well-defined muscles, including his chest, arms, and legs. He is wearing a light-colored, string-like garment around his waist. The background is a plain, light color.

JOE CANOLE — steel rigger. One look at this boy's "rigging" will convince you that Joe works hard to keep up his own construction. CHAMPION has skimmed off the cream of the crop in offering you JOE'S physique photos. Order his great catalog today. Refer to Ad, page 60.

DEAN AGAR—This 20-year-old auto mechanic limbers up his finely proportioned body by playing a fast game of tennis in his spare time, away from work in the grease pit. Dean's friends say that he reminds them of Steve Reeves. He is an avid admirer of Steve and follows his successful career with great interest. Order DEAN'S stunning catalog by CHAMPION today. See Ad, page 60.



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PICTORIAL GUIDE



① **THE KNEE CHEST POSITION** is best when taking an enema because it helps the water flow in by gravity into the colon. The water has a better chance to penetrate further in the colon with less effort and greater efficiency.

② **THE RIGHT SIDE LYING POSITION** will promote the flowing of the enema across the Transverse and on to the Ascending Colons. Remain in this position for at least 3 minutes.

③ **THE BODY RAISE** helps strengthen flabby abdominal muscles. Bend the knees and anchor the feet as in Fig. A. Then raise to position in Fig. B. Repeat this 4 times and gradually increase to 15 reps.



SEE
OPPOSITE
PAGE
FOR
STORY



④ **THE BRIDGE** strengthens the lower back and waist regions. Assume position in Fig. A and then inhale as you raise to position in Fig. B and exhale. Now inhale as you lower back down exhale. Repeat entire exercise 3 times and increase to 10 reps.



⑤ **THE ABDOMINAL SQUEEZE** causes a deep massaging action that will help re-activate sluggish colons. Assume position as in Fig. A and bend into position as in Fig. B. Hold this for a count of 5 and return to starting position. Repeat 6 times and increase to 18 reps.

⑥ **THE LYING KNEE RAISE** is a good massaging and waist-toning movement. Raise one knee and grasp ankle as illustrated and try to touch the knee to the forehead. Hold for a count of 5 then release and lower leg to the ground. Repeat 5 times and then do the same with opposite leg. Increase to 10 reps for each leg.



⑦ **THE BENT OVER SCISSORS** helps correct faulty elimination by vigorous bowel stimulation. Assume position shown and try to touch the ground with the lowered foot. Alternate legs as you attempt 6 toe touches with each foot. Increase to 10 for each leg.

⑧ **THE BENT OVER TWIST** helps tone and reduce the abdominal area and at the same time it promotes increased intestinal activity. With feet about 18 inches apart, bend over and touch left elbow to right knee as illustrated. Then touch right elbow to left knee. Repeat 4 times for each side and increase to 10 reps.



CONSTIPATION: its causes and corrections

by RICHARD FALCON

(Article in part only. For FULL unabridged edition, see adjoining ad)

In order to correct constipation and develop regularity: 1. The first thing, each morning, drink one to two glasses of lukewarm water mixed with the juice of half of a lemon. 2. Consult your physician for a proper diet for your individual case. 3. Take time to eat slowly and chew your food thoroughly. Do not overeat. 4. Drink six to eight glasses of liquids daily, more in warm weather. Include fresh fruit and vegetable juice combinations. 5. Do not drink colas or alcoholic beverages and reduce coffee and tea to a minimum. 6. Relax mentally and physically during the day on a slant board with the feet elevated. 7. Follow the exercises outlined in this magazine to help tone up your internal organs. 8. Form the habit of going to the bathroom at regular times and whenever you feel the urge to defecate, do it, if convenient. 9. Take all the time necessary at the toilet because hurry is as bad as delay. Use a low foot stool to elevate your feet in order to place your body in a better defecating position. 10. Observe proper posture. Do not cramp your organs. 11. Draw your abdomen in and out and massage this region daily.

Foods that produce a laxative action or bulk include apples, apricots, citrus fruits, figs, pears, prunes, pineapple, raisins, ripe olives, asparagus, broccoli, Brussels sprouts, cabbage, cauliflower, celery, cucumber, onion, squash, spinach and tomatoes. Raw fruits and vegetables should be included for each meal and three somewhat evenly spaced meals have proven best in many cases. Most nuts, except peanuts, if eaten raw and if they are very thoroughly masticated, can be properly digested. Too much milk and ice cream can cause constipation and also a mucus build-up in the body that may even affect the sinus cavities. Raw certified milk is better, if available in your community. Goat's milk is considered better than cow's milk and soy milk is considered the best for human consumption. Visiting the local health food store for a few natural foods will not hurt anyone.

Special abdominal exercises are necessary in order to promote strong, flat abdominal muscles capable of supporting the organs properly. When the muscles weaken to such an extent that they fail to support, then the organs will sag, become cramped and will be impeded in their functions. The exercises illustrated in these pages will strengthen the entire abdominal area and at the same time will aid in developing more efficient bowel action and a better all around feeling. Do these exercises on awakening or at any time convenient. Do them every day for the rest of your life. In a short while you will have acquired real vigorous health that makes for joyful zestful living! Try them and see.

CHAMPION and THEM and BIG MAGAZINE present

An Open Letter to their Most Valued Customers

Dear Friends:

To show our good faith to you, and to continue to heed the latest rulings of the highest authorities in our land, CHAMPION and THEM Studios will make available by yearly subscription a series of informative physical culture articles with a strong emphasis on health and physical fitness.

In the past, we have always stressed the aesthetic value of the male physique, primarily for the inspiration of artists, sculptors, students and physical culturists in general. We will strive even harder to make our photos conform to the highest moral standards and cultural values, in the firm belief that we are making a genuine contribution to our nation's awareness of beauty and health.

Our photos leave no doubt about our intentions as a distributor of artistic photography, but with this new series of articles behind them, they will stress even more than before the healthy attitude that our studios and magazine zealously promote. Your subscription will further underscore your desire to acquire material of a genuinely high cultural nature.

The great majority of our models are sincerely interested in matters pertaining to physical culture. You can seize this opportunity to let them demonstrate to you the do's and don'ts of body care, whether it be exercises of mind and body or simple, straightforward health and safety aids.

Every month CHAMPION and THEM will release an interesting and useful physical culture article which you can purchase separately for only \$1.25 (each featured article will contain its own descriptive photos). Or, be assured of receiving your physical culture feature every month at a \$5.00 saving by an annual subscription of just \$10.00 which will also entitle you to an added savings of 25% on all photos you purchase from our composite selector reference catalogs.

These Physical Culture features can eventually be bound in book form and placed in your library or study.

Here is a partial list of articles to come, all written by that eminent physical culturist Richard Falcon:

- Reduce That Waistline
- Calves Can Be Improved
- Trim and Firm Your Hips and Thighs
- Constipation: Causes and Corrections
- A Deeper Chest for Better Health
- A More Shapely Neck For You
- Strengthen Up Those Arms
- Oh! My Aching Back
- American Teenagers Need Exercise

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